

AIDS

NO



April 14, 1995

MATT JAMES
VICE PRESIDENT
COMMUNICATIONS AND MEDIA PROGRAMS

Ms. Margaret Williams
Chief of Staff
Office of the First Lady
Room 100, OEOb
Washington, D.C. 20500

Dear Maggie:

Hope all is well with you. Ms. Clinton's trip to Asia played, I thought, extremely well. Congratulations.

I'm enclosing a letter of invitation for Ms. Clinton to attend a special Washington screening of a video for young people titled "In Our Own Words: Teens and AIDS." It was put together by an exceptional woman, Jeanne Blake, who is a former television medical journalist and is a current Kaiser Media Fellow. I've seen a lot of tapes meant to educate young people on AIDS, but this is, by far, the most powerful and effective tape I've seen. I know that it is something that both you and the First Lady would be proud to be associated with.

I would also be thrilled if you were able to attend the event. It will be held on April 27 at 6:30pm at the National Cable Television Association offices in Washington.

Please feel free to have your staff call me if they have any questions. As always, please feel free to call on me if I can ever be of assistance.

Best,

A handwritten signature in cursive script that reads "Matt James".

Matt James

The Boston Globe

THURSDAY, APRIL 6, 1995

Television

From dying teens, words to live by

Young people with HIV tell their stories in Ch. 4 documentary

By John Koch
GLOBE STAFF

Kerry Carson, the central figure in "In Our Own Words: Teens and AIDS," is an articulate, pretty, robust-looking young woman, rosy-cheeked, reasonable and good-natured. She hosts this short documentary comprising the testimony of five HIV-positive young people, including herself. All of them appear to be smart, sensible people.

Kerry was 15 when she tested positive, having contracted the virus from her second sexual partner. "No sexual experience is worth having HIV for the rest of your life," she says, calmly appealing to the teen-aged audience this film was designed to reach. Kerry died at 22, five weeks after the documentary was completed



Jeanne Blake (left) with Kerry Carson, 22, who died in January.

last Christmas. It airs Saturday at 7:30 p.m. on Channel 4.

The messages the teen-agers in the video underline are these: Anyone, regardless of age, gender, color, social background or sexual

orientation can get HIV; and for everyone, simple, effective measures to avoid getting it are available. Each of them admits to making a simple, fatal mistake – having unprotected heterosexual or homosexual sex – that

they all hope won't be repeated by others like them. They are offering up their stories – and, in a way, their very lives – to caution, cajole and teach other teen-agers. Consider abstinence, some of the teen-agers in the film say; but if you are sexually active, use condoms and use them properly.

Of the four young people besides Kerry who talk about themselves on screen, two others have also died of complications from AIDS. One is Pedro Zamora, a strikingly handsome youth who wanted to become a doctor (and whom young people in the television audience might recognize from MTV's "The Real World"). The other is David Kamens, who speaks of the loneliness and lack of support that added to his woes.

TELEVISION

Continued from Page 61

rect and honest, and although it will elicit strong feelings, it is surprisingly devoid of much strong emotion.

Writer and producer Jeanne Blake, former WBZ-TV medical correspondent, was asked why she chose to keep the film keyed so low. Blake said that while this was not by design, she was mindful that the documentary was only 20 minutes long and "there were things I needed to cover." There is also the fact, Blake said, that most of the on-camera teen-agers had a lot of prior experience educating their peers about growing up healthy in the age of AIDS.

Since leaving television in 1991, Blake has been striving to break through public "denial and detachment" to provide young people with timely information about AIDS and how to prevent it. Before resigning her medical reporting job to make an earlier film, "Sex Education in America: AIDS and Adolescence," she wrote a guidebook for teen-agers, "Risky Times: How to be AIDS-Smart and Stay Healthy." While working on it and the first film, Blake got to know all but one of the young people who appear in Saturday's broadcast.

"I was amazed by each one of them," Blake said in an interview earlier this week. "There was no [pretense] in these kids living with a terminal disease. There was always a clarity about their lives, and I consider it a real privilege to be with people who live their lives like that."

Blake is convinced that they can reach their peers more effectively than adults, who tend to be inhibited by the anxiety and fear they feel around children when dis-

cussing AIDS, sex and death. Young people more often speak in unvarnished truths with a level of comfort that puts their young audiences at ease.

Of course, Blake said, many young people will still seize any opportunity to "distance themselves from the reality" of what's being said onscreen. Primarily for this reason, the onscreen young people in "Teens and AIDS" are identified as generally as possible – by first names only, and their ages are never mentioned.

The video, which was made with support from the Ford Foundation and Blue Cross/Blue Shield of Massachusetts, is available through Blake's nonprofit Media Works corporation; call (800) 600-5779 for information. Through Media Works, Blake will also be producing and distributing written and visual materials on other timely public health issues, including depression.

Her ambitious AIDS initiatives seem to have been driven by two strong forces. First, there are her own acute memories of adolescence in small-town Minnesota when, she says, she was gawky and big-footed. "I remember with painful clarity what it was like. I wanted nothing more than to be accepted and liked by my peers," says Blake.

And she has lived with and through the deaths of many young people like the ones in "Teens and AIDS." She worked closely with Kerry over the course of four years, getting to know and respect – and love – her and her family. Said Blake: "I watched Kerry dying, watched her mother stroking her brow and telling her to get strong.

"No parent should have to suffer that."

***In Our
Own Words:***
Teens and AIDS

**EDUCATOR'S
DISCUSSION
GUIDE**



**Jeanne Blake
Media Works, Inc.**

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What People are Saying About:

In Our Own Words: Teens and AIDS

A 20 minute video

"In Our Own Words: Teens and AIDS is right on target for its intended population -- dramatic enough to hold their attention, realistic enough to be absolutely believable. The fact that three of the participants have died of AIDS should make an indelible impression. The medical information is sound and right on target."

**- Dr. Timothy Johnson, Medical Editor
ABC News**

"In Our Own Words: Teens and AIDS contains a genuinely important message for teens: 'This can happen to you.' By presenting it through the images and voices of young people, the message is made very credible. As important, however, the film clearly lets young people know, 'You have the power to prevent HIV/AIDS from happening to you.' Hopefully, many young people will be given the opportunity to see this video."

**- Marion Howard, Ph.D.
Author, *Postponing Sexual Involvement*
Grady Memorial Hospital**

"In Our Own Words: Teens and AIDS is a powerful video. It can help students realize that other young people like themselves have contracted HIV. An important component in a larger HIV prevention program for adolescents."

**- Doug Kirby, Research Director
ETR Associates**

"In Our Own Words: Teens and AIDS is a tremendous achievement. The program manages to deliver lifesaving prevention information to teens in a way that is clear and powerful, yet not condescending. The video is also moving tribute to five young people with AIDS."

**- Gregory Adams
Director of Communications and Marketing
National Minority AIDS Council**

"In Our Own Words: Teens and AIDS gives names and faces to the fears that teens have about sexuality, their relationship and HIV/AIDS. In addressing common myths about these issues, *"In Our Own Words: Teens and AIDS* encourages teens to communicate with each other in their friendships and relationships. The importance of self-value in making healthy life choices is emphasized, reminding teens that they have the right and the power to choose a healthy future. The National Education Association Health Information Network recommends *"In Our Own Words: Teens and AIDS* for use with the teenage populations.

**- James H. Williams, Executive Director
National Education Association Health Information
Network**

JEANNE BLAKE
Curriculum Vitae

Jeanne Blake is a television medical reporter and the President of Media Works, Inc., a non-profit corporation dedicated to the production of written and visual materials on public health issues.

Blake's current project is a 20-minute video, In Our Own Words: Teens and AIDS, which profiles five young people with HIV. The video will be distributed nationally to public schools in a partnership effort with the National PTA. Blake's hour-long documentary, Sex Education in America: AIDS and Adolescence, aired nationally on PBS stations. A congressional viewing of the documentary was held on Capitol Hill in the fall of 1993.

In December, 1994, Blake began a year-long Kaiser Media Fellowship in Health with The Henry J. Kaiser Foundation. The focus of her research during the fellowship years is the threat of HIV to young people.

As the former medical reporter for WBZ-TV in Boston, Blake was the first to report dozens of stories about advances in science and medicine. Her coverage of the AIDS epidemic earned her local and national recognition.

Governor Michael Dukakis presented Blake with the Governor's Recognition Award for her "outstanding contribution to AIDS education in Massachusetts."

The Massachusetts Human Rights Campaign honored Blake for her "sensitive coverage of AIDS issues." The Massachusetts Chapter of Americans for Democratic Action presented Blake with an Achievement Award in recognition of "outstanding leadership in the field of health care."

Blake was a recipient of the Robert F. Kennedy Memorial Journalism Award for the documentary Living with AIDS: The Paul Cronan Story.

The Massachusetts Public Health Association presented Blake with its Public Service Award in recognition of her "significant contributions of public service on behalf of public health."

In June, 1990, Workman Publishing published Blake's book RISKY TIMES: How to be AIDS-Smart and Stay Healthy, a guide for teenagers. The book has been named to the American Library Association's list of "Best Books for the Young Adult Reader" and "Best Books for the Reluctant Reader." The book, used in the health curricula of schools across the country, is available in English, Spanish and Japanese.

Blake serves as a commissioner on the Mayor's Commission on the Future of Health Care in Boston and a member of the Massachusetts Peer Review Organization of the Massachusetts Medical Society.

File
HIV-AID

Leading for Life

A Project of the

AIDS Action Foundation,

the Harvard AIDS Institute

and Porter/Novelli

Executive Summary

AIDS infection rates in the African American and Hispanic communities are skyrocketing. In statistics released in June 1995, the U.S. Centers for Disease Control and Prevention (CDC) showed the following:

- The infection rate among African Americans is more than 3 times higher than that of whites.
- Among Hispanic men, the rate of HIV infection rose 61%, from 14 per 100,000 in 1989 to 22.6 for 100,000 in 1994.
- The CDC also noted that "it is believed that AIDS-related cases and deaths for Latinos are understated by at least 30 percent."
- AIDS is now the fourth leading cause of death among women between 25 and 44 years old; in 1994, women accounted for 14,081 cases or 18 percent of the total new AIDS cases among adults.
- More than 3/4 of the women who contracted AIDS in 1994 were black or Hispanic;
- The rate of AIDS among African American women is 16 times that of white women, and the rate among Hispanics is 7 times as high.

Despite the fact that in the last five years HIV/AIDS has rapidly invaded the African American and Hispanic communities, there is a serious lack of knowledge, coordination and commitment to stopping the spread of the pandemic within these communities. Utilizing the most advanced social marketing skills available, AIDS Action Foundation (AAF) and the Harvard AIDS Institute (HAI) propose a plan to educate and motivate 'gate-keepers' and opinion makers within each community in order to inspire, equip and mobilize them for hands-on engagement in the battle against AIDS. Through these African American leaders, for example, we could potentially reach 20 million people.

We propose to begin by convening two, one-day educational meetings; the first for leaders in the African American community; the second for leaders in the Hispanic community. For each program, we define leaders as those at the top level in the business, civic, entertainment, faith, health, politics, and sports communities. The purpose of these meetings is to inform, equip and galvanize leaders to work together and address HIV/AIDS prevention in their respective communities. Each meeting will launch sustained follow-up activities.

The following proposal specifically addresses the proposed educational meeting of African American leaders, which we propose for late March/early April 1996, and which will be organized as a prototype for a meeting in October 1996 for Hispanic leaders.

Proposal for the *Leading for Life* Program

Program Objective:

To educate African American leaders about the pervasive impact of HIV/AIDS in their community; to act as a call to action to mobilize and equip them to realize their potential as leaders in prevention education, and to work in partnership to create networks of effort and information about HIV/AIDS.

Background:

AIDS rates are soaring in the African American community and yet there has been neither a unified voice, nor a concerted effort, among black leaders on this issue. The *Leading for Life* program will attempt to fill this leadership vacuum by creating and fostering viable and effective partnerships among community leaders.

The African American community is generationally split along leadership lines. There are two distinct camps: the 'old guard' and the younger generation. The younger generation experiences a totally different environment than their parents. In addition to the racism that both groups have had to face, today's young black person is beset with an additional set of problems that threaten the very survival of their generation including AIDS, violence, drug use, and poverty.

While the older group looks to organizations such as the Urban League, the NAACP and the diverse black religious community for a leadership voice, the younger group does not feel that their parents' leaders speak for them. They tend to seek new, younger voices that reflect their unique generational chronology and outlook. Raised in an environment dominated by entertainment media, this group looks to celebrities, sports figures, and social/political activists to be the voice of their generation.

A generational split is not the only reason there is a lack of leadership on the issue of AIDS in the African American community. Resistance to speaking out on AIDS in the community is fueled by conservative religious beliefs, denial, homophobia, stigma and a lack of knowledge. While the challenge is formidable, the *Leading for Life* program will help break through those barriers and establish a constructive dialogue.

Program Approach:

The cornerstone of the *Leading for Life* plan is a one-day meeting of African American leaders to take place at Harvard University during the last week of March/first week of April 1996.

The meeting will provide a forum for information exchange so that leaders and facilitators can share success stories and examine programs and the reasons

they have or have not been successful. Participants will be introduced to the most effective social marketing techniques which have been applied in HIV/AIDS prevention overseas and domestically, as well as social marketing experiences in motivating behavior change in other health education campaigns. They will also be equipped with informational materials and communications tools and strategies to extend their messages to their immediate communities and to the media.

The conference will be designed to inspire and empower participants by convincing them that they can slow the epidemic by sharing and implementing these lifesaving messages and strategies with their constituencies.

Strategies:

We propose the following strategies to help meet the *Leading for Life* program objectives.

1. Building Partnerships with African American Leaders and Organizations

We will identify a group of approximately 50 key African American leaders from the following communities: politics, education, business, professional athletics/sports, arts and entertainment, broadcasting, medicine, publishing, and religion, to participate in the Spring 1996 summit meeting.

2. Summit Meeting/Leadership Conference

A key component of our program will be to educate the leadership of the African American community about the need to exert leadership on the critical issue of AIDS in their community. We will do so by offering a variety of educational activities and materials at the leadership meeting in the fall.

Presentations will include:

- Facts about the epidemic in the African American community (statistics, epidemiology, trend data, and insights from public health and community leaders);
- Brief case studies of prevention and education efforts which have or have not succeeded along with evaluations of each;
- An introduction to social marketing principles and techniques through actual experiences (in HIV/AIDS and in other public health efforts);
- Essential skills and parameters in working with mass media and using media as a fulcrum for community action; and
- Inspirational pieces from key, respected leaders in the African American community.

The goal of this concentrated series of presentations and interactive sessions will be to inform and motivate community leaders to in turn educate and inform their constituencies that, in addition to soaring infection rates and contributing factors such as poverty, drug use, and lack of access to adequate medical care, AIDS is a critical and urgent issue in the African American community.

All information discussed at the meeting will be compiled into a national report entitled "The National Update on the Challenge of HIV/AIDS in Communities of Color." The report will be distributed to the media, as well as to individuals and organizations involved in the summit, after this joint compilation.

3. Post-Meeting Sustaining Activities

After the leaders participate in the meeting, they will be better equipped and, we believe, motivated to impart their newfound knowledge back to their local community or constituency. We will develop a compelling kit of *Leading for Life* materials for the summit meeting. In addition to fundamental information and statistics, key speeches and appropriate articles, we will provide them with materials to conduct workshops and other outreach programs that will educate their membership at events such as annual meetings.

We will also form an ongoing communication system. To facilitate its progress, AAF and HAI are seeking additional funding to provide a qualified staff person to serve as a community liaison to assist *Leading for Life* partners in conducting these activities. The liaison will provide leaders with materials after the meeting, as well as keep them informed of the latest AIDS statistics and prevention/education breakthroughs in the African American community.

Making Partnerships Work

Acknowledging that some partnerships with African American organizations in the area of HIV/AIDS already exist, a common concern is that they are neither active nor comprehensive. Based on our collective experience and successes with many organizations and partners nationwide, AAF and HAI have the opportunity to affect change. Our many successful partnerships will serve as a model for the *Leading for Life* program and enable the message about the impact of HIV/AIDS to be disseminated on many levels of the African American community nationwide.

Through our extensive networks, AAF and HAI are also able to identify existing educational outreach efforts in the black community. We have worked with The Links, Inc., a highly effective national group with over 8,000 members in 240 chapters across the country, which has a National Trends and Services program supporting health projects and services to youth. We would use this channel, and many others like it, to send the message about the impact of HIV/AIDS in the African American community out to those most at risk.

- *Academic Outreach to Young African American Leaders*

We will identify specific forums to reach the new generation of African American leaders through outreach efforts at Historically Black Colleges and Universities (HBCU). We will address these future leaders in all fields of study. Also, we will identify opportunities in college fraternities and sororities at both HBCU schools and at non-minority colleges and universities.

- *Alternative Avenues to Reach Youth*

Since many African American youth often do not look to the traditional leaders, we will develop alternative avenues to convey the risk and impact of HIV/AIDS in their community by using musicians, sports figures, and other celebrities. A potential alternative avenue is the group Athletes for Abstinence. Run by NBA Phoenix Suns player A.C. Green and other athletes, the program aims to inform young people about the option of delaying sexual activity.

Desired Outcomes/ Post-Conference Activities

The desired outcome of the leadership conference is that the *Leading for Life* partnership network will be galvanized and equipped to continue their educational effort through a variety of post-conference activities.

We will offer the *Leading for Life* partners a menu of activities from which to choose so that each member can decide his or her own level of participation based on organizational strength and interest, and where he or she can make the most impact. The community liaison will assist *Leading for Life* partners in participating in these activities.

The following are just some of the activities that the AAF and HAI propose for post-conference efforts:

- **Media Activities:**

Media activities after the conference are crucial to disseminating the message of the impact of HIV/AIDS in the black community. The community liaison will assist *Leading for Life* partners with writing op-ed pieces and Letters to the Editor and handling local interviews. We will provide guidance to partners about how to encourage media coverage of annual meetings and public speeches on the issue of HIV/AIDS. Also, we will teach them how to place the issue of HIV/AIDS prevention and education on the agendas of conferences, annual meetings and other appropriate forums.

- **Public Service Announcements (PSAs):**

We will work with *Leading for Life* partners to create a series of print and broadcast PSAs featuring young black celebrities targeting the younger African American generation who are most at risk of HIV/AIDS. Using the Leading Edge partnership network, we would seek placement for these PSAs in print and

broadcast outlets such as EBONY, Jet, Essence, and Black Entertainment Television.

- **Healthbeat:**

Created by the social marketing firm of Porter/Novelli (P/N), Healthbeat is a new radio network that effectively targets the African American audience. Healthbeat was created to meet the needs of the National Heart, Lung, and Blood Institute (NHLBI) which was trying to reach the African American audience disproportionately affected by diseases of the heart, lungs, and blood.

Through intensive marketing efforts, P/N obtained agreement from over 200 radio stations nationwide to air regular, brief health news items produced and distributed by P/N. NHLBI now shares its valuable radio network with other NIH institutes including P/N clients the National Cancer Institute and the National Institute of Mental Health.

Annually, 156 audio news releases are provided for quarterly distribution to Healthbeat member stations. Due to the overwhelming success of this radio program, P/N in partnership with the National Newspaper Publishers Association created the Healthbeat Press Network. And, along with NHLBI, P/N is currently implementing Healthbeat TV.

P/N will broker an agreement with NHLBI to tap into this existing network to develop and distribute messages on the risks of HIV/AIDS in the African American community.

- **Partnership Development:**

We will seek a person with exceptional skills to work as a community liaison to the *Leading for Life* partner network to assist them with information flow and specific message development.

Under the guidance of the team from AAF, HAI and P/N, this person will work with partner organizations to develop appropriate messages for their constituencies as well as to help them coordinate HIV/AIDS presentations for their annual meetings and other activities.

Leading for Life: Looking Ahead

While the rate of HIV/AIDS is increasing sharply among African Americans, we can help stem the tide of rising infection rates in this vulnerable community. *Leading for Life* has the ability to educate black leaders about the overwhelming impact HIV/AIDS is having on their community. By encouraging and inspiring African American leaders, and equipping them with information and strategies to take back to their communities and constituencies, we believe significant progress will be achieved in the form of empowering messages and effective prevention programs. The impact of many respected voices speaking about

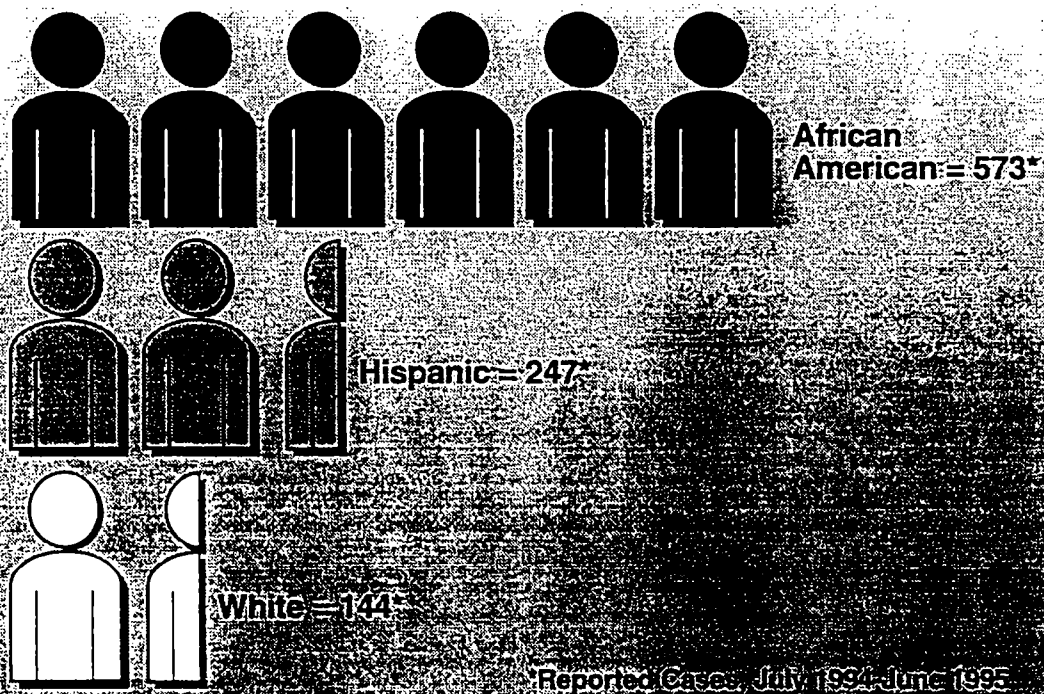
HIV/AIDS where previously little has been spoken--or even uttered--will be substantial.

As an additional benefit of the program we will use the knowledge gained from the *Leading for Life* program as the foundation for implementing a similar leadership educational effort for leaders in the Hispanic community.

AIDS Among African Americans

Children With AIDS

Over half of the children in the United States with AIDS are African American.

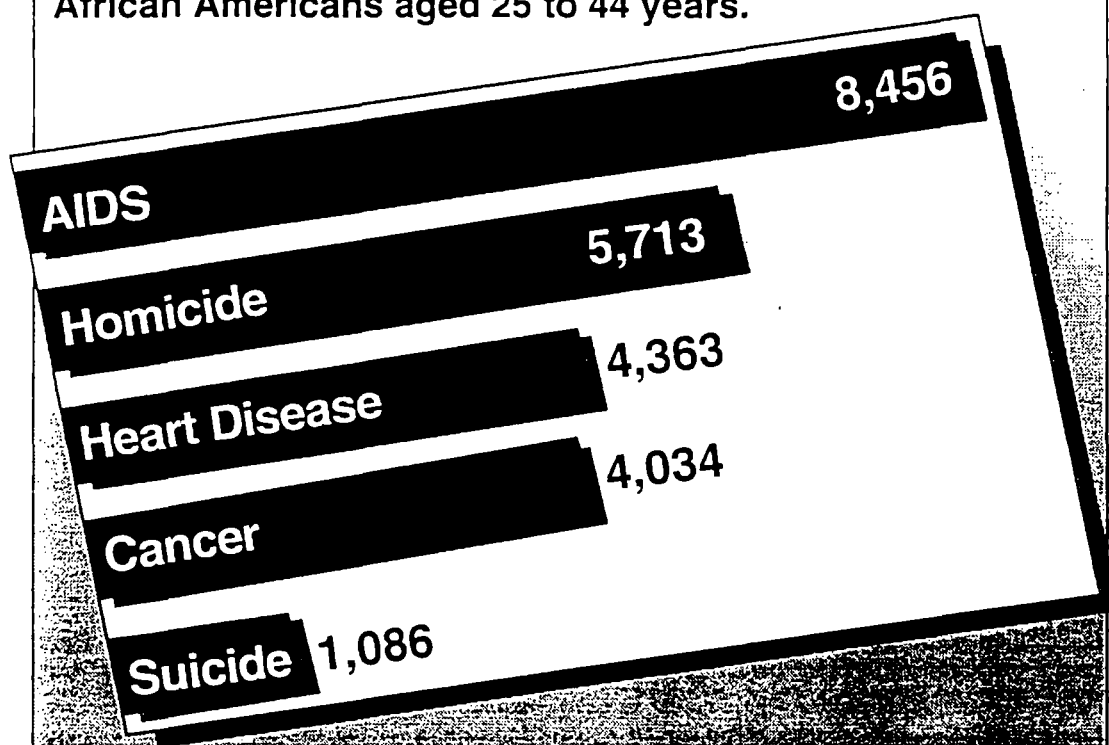


Source: Centers for Disease Control and Prevention, June 1995.

AIDS Among African Americans

AIDS: The Number One Killer

AIDS is the leading cause of death among African Americans aged 25 to 44 years.



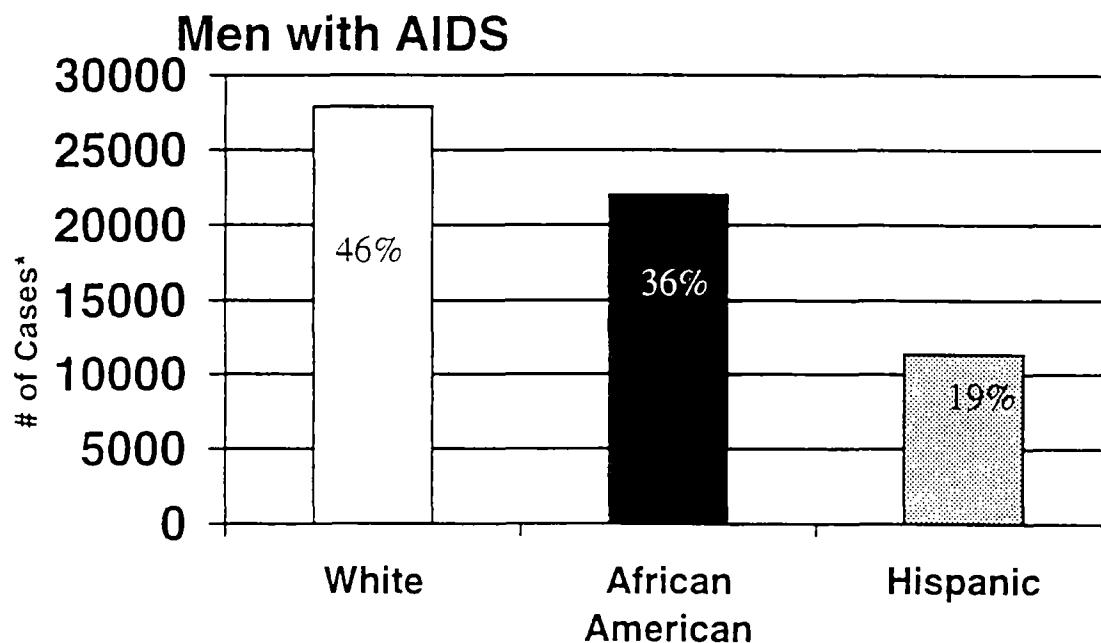
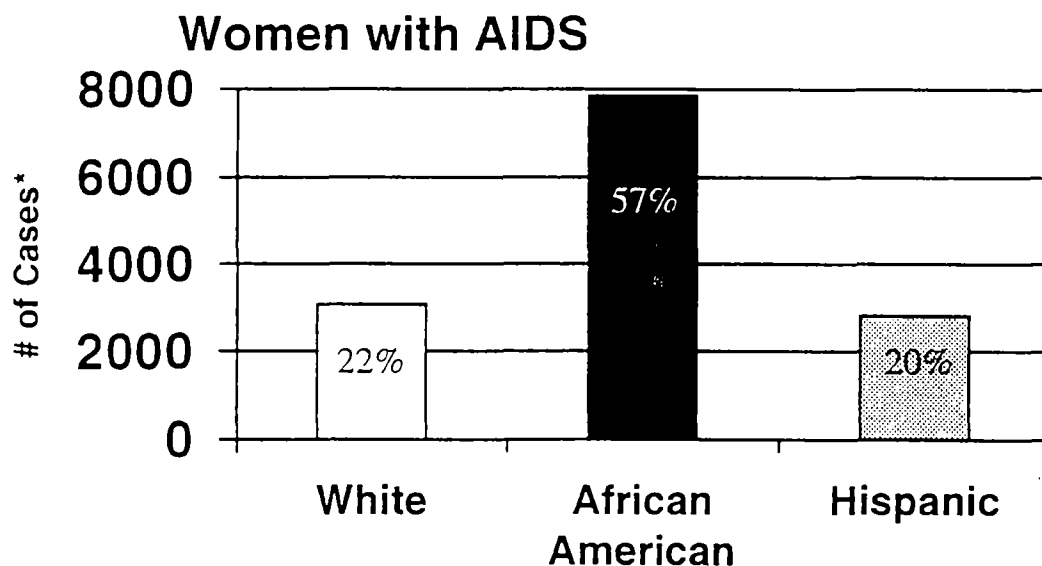
(Figures indicate total number of deaths due to listed causes among 25 to 44 year old African Americans in 1992.)

Source: National Center for Health Statistics, March 1995.

AIDS Cases Among African Americans

AIDS is growing at an alarming rate among African Americans.

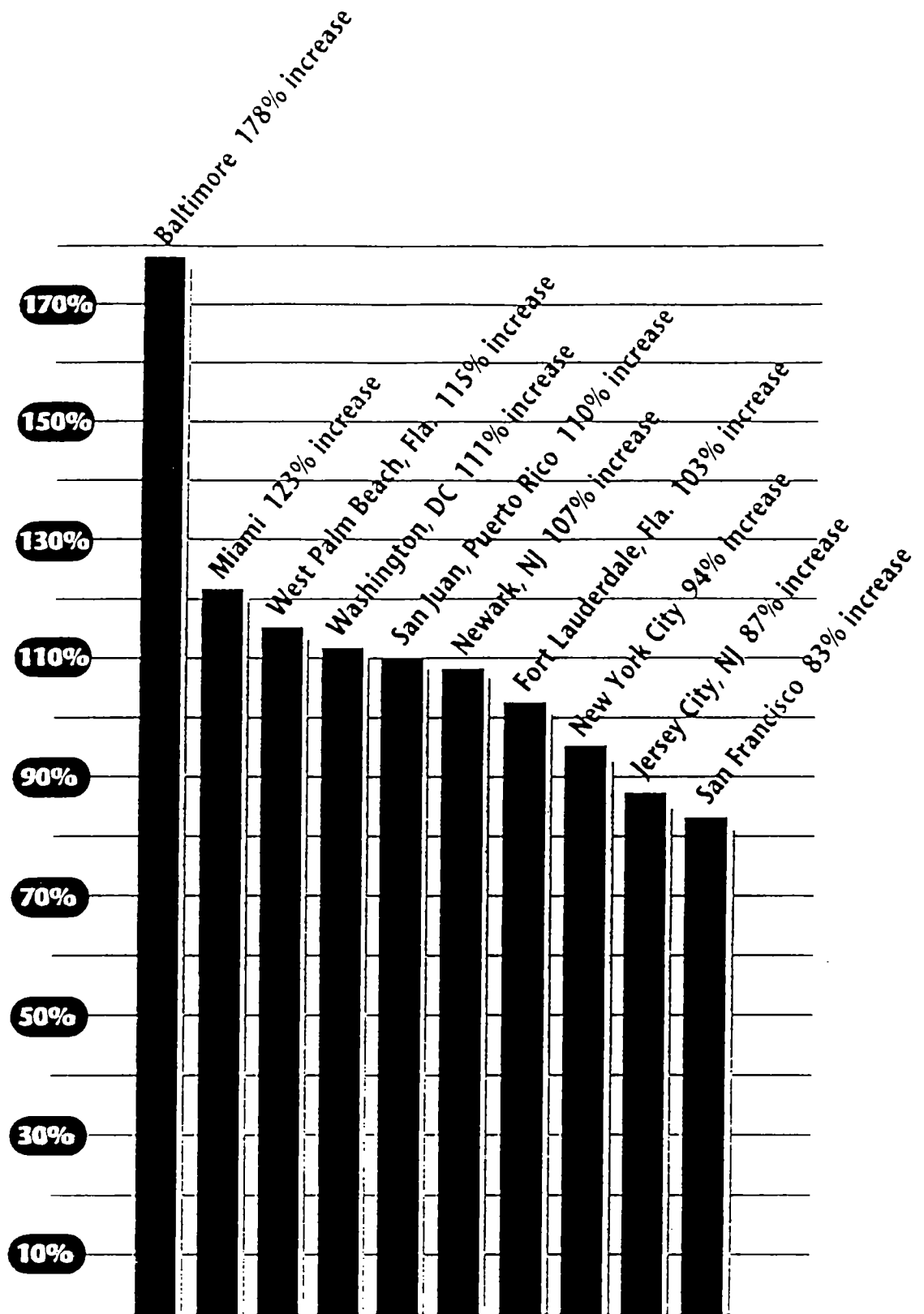
More African American women have AIDS than White and Hispanic women with AIDS combined. More than 35% of men with AIDS are African American.



*Reported Cases, July 1994-June 1995

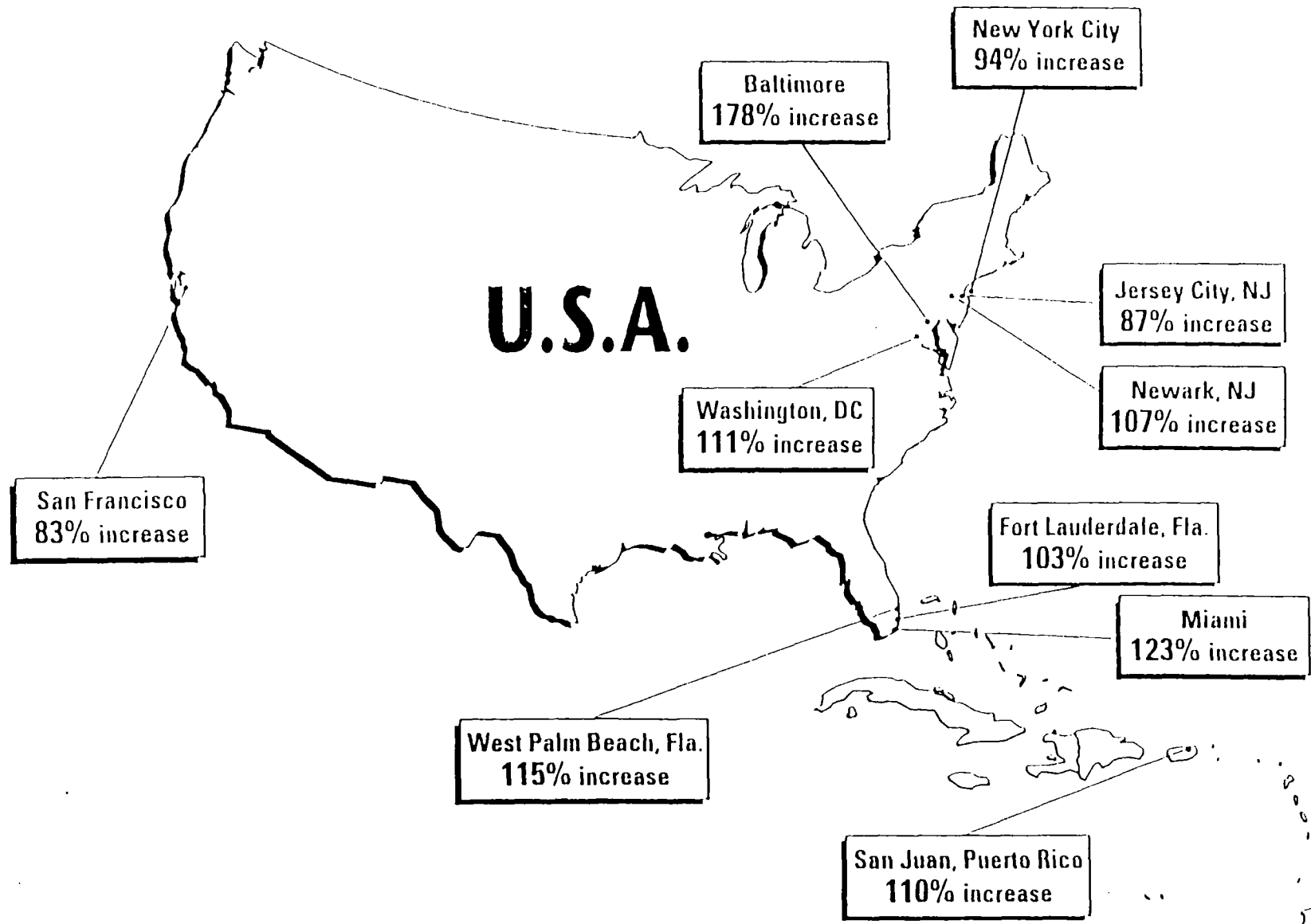
Source: Centers for Disease Control and Prevention, June 1995.

Metro areas with the largest increase in AIDS cases between 1990 and 1994



Source: Associated Press

Metro areas with the largest increase in AIDS cases between 1990 and 1994



THE HOMECOMING

By Hanna Rosin

A middle-aged black man named Otis is about to reveal his most intimate secret to a perfect stranger. He checks to make sure nobody's lurking around the corner (1st and M, southeast Washington, D.C., a block full of prostitutes and addicts). He hears a dealer hawking "face" (heroin), and waits, tugging anxiously at his faded blue sweatshirt, until the man skulks away. Then he leans over to this stranger, an outreach worker from the local AIDS clinic, and whispers that he has, "Well, you know, the disease."

Otis says he found out he was HIV-positive in 1986, during a wave of infections that alerted AIDS researchers they had been wrong about the virus. At first, they predicted it would shift away from white gay men to terrorize the broad population, mutating into an equal-opportunity killer. Instead, it found people like Otis—poor, addicted and black. Blacks, 12 percent of the population, account for one-third of all AIDS cases. Three out of five new AIDS victims now are black, up from one in five in 1986. Black women are now fifteen times more likely to have AIDS than white women, and their children, eighteen times more likely. By now, AIDS should be familiar, yet Otis can't bring himself to mention it by name.

Otis's story helps explain how HIV has been able to make such inroads in poor black America. He found out he was positive by a fluke. When he was in prison on possession charges, nurses from the National Institutes of Health offered \$15 to anyone who would agree to be tested, and Otis volunteered because he needed the money. (It took the nurse fifteen tries to find a live vein.) He's not sure where he got the virus—either from his girlfriend, whose husband was a junkie (now dead), or from his cousin, who once stole his works and lent them to a "small, skinny guy who had that look, you know, like he was a homo."

Each time Otis tells the truth, he becomes a pariah. He says his wife left him when people found out he was positive and started calling her a "diseased bitch." His 14-year-old niece, visiting from Georgia with her son, "freaked when she found out, started screaming, 'He's been using the same bathroom, he touched my baby.'" When he confided in his minister, the man pointed at him the next day in church and preached about the sins of bad living. Otis won't go to an AIDS clinic, even

for a prescription: "Nope. No way in hell. That's, you know... a homo place, and your mama or your cousin or anybody could see you go in and then you're branded for life." What about medicine? "Somebody told me it makes your hair fall out," he says defensively. Only once does Otis let down his defenses, when he talks about the night he went to a support group at a local church. Most of the people were in advanced stages, looked sickly and could barely move, and "it tore me down. I thought, 'This is my future.'"

Wayne Greaves has been chief of Howard University's AIDS clinic since before it existed, when nine patients with a mystery disease were crammed into a corner of the hospital. A wiry, wound-up man, he is as apt to lash out at his no-show patients as at "bigots" at the NIH. Three years ago he co-authored a study that is perhaps the best clue to the virus's surge among blacks, although it remains buried in the *Journal of AIDS*. Greaves and two colleagues reviewed autopsy reports of seventy HIV-positive inner-city patients. What they found surprised even Greaves: about half had been diagnosed *after death*, even though most showed obvious symptoms of AIDS-related diseases. The shame around AIDS in black America makes prevention almost impossible and treatment widely refused, and it keeps infection on an increasingly upward curve. "There are some people who would rather not know," Greaves says angrily. "A lot, actually, would rather not know."

One reason they'd rather not know is the uneasiness in the community about open homosexuality, still closely associated with the disease. "There's an enormous hidden population," says Frank Oldham, former director of Washington's Agency for HIV/AIDS, "a huge number of bisexual men who don't identify as gay. It's fascinating: they go to church, to the park with their families, then at night you'll see them cruising the gay bars." Many see nothing wrong with this way of living. "Open homosexuality is viewed as something imposed on us by the gay white culture," explains Alonzo Fair, from a group called URBAN, which has widely polled Washington's blacks about AIDS. "The black community has always accepted homosexuality. There is always a gay person in church or who lives down the street or a cousin, and that's perfectly fine. It's only when that person defines himself as gay, you know, adopts the gay white culture, like doing the

rainbow flag thing, that the community reacts negatively. For a black man, family comes first."

This devotion to family can end up destroying it. Men who do risky things but don't consider themselves at risk are the virus's welcome mat into the black home. Black men are twice as likely as white men to be bisexual, according to a recent study of 65,000 HIV-positive men published in *American Journal of Public Health*. Black drug users, who sometimes double as male prostitutes, are four times as likely. This makes black America vulnerable to the kind of heterosexual break-out that white America has so far avoided and that is the norm in other parts of the world. Half the black bisexual men in the study were married when they died. It's likely their wives didn't know: in a California AIDS study, only one-fifth of the black women responding were aware that their partners were bisexual. As a result, AIDS is now the leading killer of young black women.

Race itself does not affect one's chances of contracting HIV, as in, say, sickle-cell anemia. But inner-city ills do. For example, one-quarter of all black men in their 20s, and 15 percent of adult males, rotate through prison. Among inmates, unprotected anal sex is common. Prison is thus a place where the virus can spread to men who may have sex with men while in jail and with women when they get out. In 1990, doctors at Riker's Island conducted what is called a blind seroprevalence test. They took the name tags off blood samples used in mandatory syphilis tests and checked them for HIV. A quarter of both male and female samples tested positive, a result since replicated in other big city prisons. A study of long-term inmates in the Florida jail system found that 20 percent had contracted HIV while in prison. The confessionals in *Angoli*, the best of the prison magazines, tell all. One Louisiana inmate who tested positive in 1989 admitted that he and his cellmate did "every unsafe thing you could do." Another, who knew he was positive yet still had sex with other inmates, mused, "Maybe I shouldn't do it no more ... but if the guy is willing to go for it ... We all have to die sooner or later."

At the same time, suspicion and mistrust of mainstream medical institutions make it harder to mount an effective, communal response. It's easy to see this phenomenon at work in east Washington, D.C., not far from Otis's block, at a place called Paradise Manor. Here, identical new swing sets perch on every trimmed lawn, and each tidy brick housing complex bears a name like Harmony, Freedom or Justice. Occupying four units of Miracle is the Abundant Life Clinic, a center for alternative therapies specializing in AIDS and run by Dr. Abdul Alim Muhammed, health minister for the Nation of Islam. Walk inside and the waiting room exudes none of the menacing air you find at Nation rallies: to the background accompaniment of a Whitney Houston tape, the staff chats flirtatiously, the women tossing back their brightly patterned veils. If not for the blown-up portrait of Louis Farrakhan and the Lyndon LaRouche pamphlets ("WHO OWNS HENRY KISSINGER?"), you might mistake this for any other AIDS clinic.

Muhammed sweeps into the room, tall and striking in his crisp white lab coat and mint-striped shirt, and greets me cheerfully. He has reason to be upbeat. Mayor Marion Barry has appointed him co-director of the AIDS transition team, elevating him to unofficial AIDS czar for the black community in Washington, D.C. Add that to an award in 1993 from then-Mayor Sharon Pratt Kelly and \$500,000 in federal grants over the last two years, and he's the most prominent black anti-AIDS figure in the capital. We move into his office and he takes a seat behind his glass-topped desk. In this sterile, pleasant room, it's hard to picture him as he was a year ago, fulminating to a Baltimore crowd about AIDS being "the perfect genocidal weapon" manufactured by the white government against black people, issuing death threats to Baltimore Mayor Kurt Schmoke.

Muhammed's latest initiative is convincing Mayor Barry to divert a \$2 million grant from the city's largest AIDS clinic, run by, as he sees it, white homosexuals, to his own. With that money, he'll be closer to achieving his mission to "save the world." This mission includes widespread mandatory testing, followed by treatment with his miracle drug, Kemron. The drug was discovered by Joseph Cummins, a white veterinarian in Amarillo, Texas, the only white man whose photo will ever grace the walls of the Abundant Life Clinic. In 1989, Cummins trekked to the Kenyan Medical Research Institute with his discovery, a protein-like drug called alpha interferon, which is used to treat a rare form of leukemia. There, doctors fed their patients wafers laced with low doses of the drug. After three months of a study with no control group, the doctors breathlessly announced a miracle. Ninety-nine of 101 patients bounded back to health, they claimed. "Fifty AIDS victims have already been cured!" cheered Kenyan President Daniel Arap Moi. On the other side of the world, his euphoria provided an occasion for New York's *Amsterdam News* to blast the "racist white press" for "cabalistically ignoring this amazing discovery."

It was hardly ignored. In 1991, the World Health Organization conducted a study of 150 patients in Zambia and concluded that Kemron produced no benefits. In an effort to settle the question, the National Institutes of Health in 1992 reviewed thirteen clinical trials from around the world. Their study concluded that alpha interferon "is not recommended for persons of HIV infection" and that patients using it should immediately switch to other drugs.

The news failed to squelch interest in Kemron. In March 1992, Farrakhan announced that the Abundant Life Clinic would market the drug aggressively in the United States. Ads ran every week in *The Final Call*, the group's paper, and the marketing campaign proved a smashing success. Thousands of patients, by the NIH's estimate, most of whom were poor and without insurance, shelled out money for the miracle drug. And at a premium: the Nation sells Kemron for \$150 to \$250 for a one-month supply, depending on the brand, and charges a \$1,000 initiation fee. Other vendors price the drug at

\$55 for a thirty-day supply. It's clearly a profitable business.

At its worst, the story of Kemron is about the Nation's shameless manipulation of scared proselytes. There is also, however, a less scandalous, if ultimately more disturbing point here: so widespread are fears of government institutions and white doctors among African Americans, that they will take any alternative over conventional medical treatment.

One study attempted to quantify these fears. In 1990, researchers from the Southern Christian Leadership Conference (SCLC) handed out surveys to 1,000 black churchgoers in five cities: Atlanta, Charlotte, Detroit, Kansas City and Tuscaloosa. More than one-third agreed that AIDS was a form of genocide against blacks; another third were unsure. And more than a third believed HIV was produced in a germ-warfare lab, a theory shared by 40 percent of black college students polled in Washington, D.C.

Consider these musings on the origin of the virus, solicited from passers-by on one random inner-city block in Albany one afternoon last December. They are set to a Public Enemy soundtrack in *HIV and Genocide: Responding to African American Community Concerns*, a New York State Health Department training video: "It came from Vietnam. It started with chemical warfare, and then the government put it out into the population." "It was an experiment, OK. It was an experiment and then someone spread it on one group of people, onto one nationality. I'm not saying I'm prejudiced because I'm not. But that's my opinion, and everyone has a right to an opinion." "I don't know if it was the government or some secret organization outside the government but I believe the government had a hand into it or the secret organization had a hand into it." "I think first it was some kind of laboratory experiment. Then they perpetrated it on people of color in Africa and Haiti and places that the powers that be think of as throwaway people. Now people like me—and I don't consider myself a throwaway person—now I have the virus."

"If it looks like a duck, and walks like a duck, well then?" says Ron Simmons, director of Us Helping Us: People Into Living, the only group in Washington, D.C.

founded by gay black men to support their own. Bundled in a black hooded sweatshirt, surrounded by photos of black men in zebra-print thongs and a stern portrait of Malcolm X, he puts his feet up on his desk and expounds on the origin of the HIV virus. "My thinking is they're killing black and brown folks, and the reason they gave it to white folks first is because it was too soon after the Atlanta child murders in '78, and there would have been riots."

Under the Centers for Disease Control and Prevention's new community initiative, Simmons's group was recently awarded a \$50,000 federal grant. It will use the money to expand an already-thriving network of sup-

port groups for black men through which group leaders promote a philosophy of holistic healing: herbs, vitamins, Chinese teas, breathing exercises and absolutely no AZT, or any other of the standard chemical drugs. Simmons says he never tells members not to take AZT; he just guides them toward an "informed decision": "One thing about corporate medicine is they find a way to make money off you until you're in your grave," he jeers, holding up a copy of his bible, *Poison by Prescription: The AZT Story*. "Black folks have what I call a healthy paranoia. After all, they did it once, so they can do it again."

"They" is the U.S. government—specifically, the Public Health Service. What they did was the Tuskegee Syphilis Study, a forty-year experiment on untreated syphilis in 400

black sharecroppers in Alabama which followed them to "end point," or death. Researchers carried on with the experiment until 1972, twenty years after penicillin became the standard treatment for the disease, and could have been used to cure the men under study.

Long considered this country's worst large-scale violation of medical ethics, Tuskegee has become the parable by which many blacks understand their relationship to public health services. From Los Angeles to Atlanta, groups such as Us Helping Us preach the virtues of healthy paranoia. "Tuskegee has taken on a life of its own as a disaster myth," says Stephen Thomas, a professor at Emory University who conducted the SCLC conspiracy study and has since polled 6,000 blacks around

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ILLUSTRATION BY TOM PRESTON FOR THE NEW REPUBLIC

the country. "It has transcended being a historical event and turned into an urban legend, a personification of medical abuses and racism."

The result has been a lot of refused treatment. Dr. Joe Timponi, director of D.C. General Hospital's AIDS Unit, estimates that about one-fifth of his 800 black patients will not take AZT. It's hard enough, he complains, to persuade people with no money for bus fare or a babysitter, who miss an average of half their appointments, to stick to a regimen of bimonthly visits and fifteen pills a day. Add in chronic suspicion and his job becomes "almost impossible." A study by the AIDS Research Consortium in Atlanta found that 80 percent of women who should have been taking AZT or other antiretroviral drugs weren't. "If an AIDS vaccine came out tomorrow," warns Thomas, "a significant number of blacks would not take it."

Not even if it were free. Wayne Greaves from Howard University spends his days convincing people to enroll in clinical trials, studies of experimental medicine, where patients receive free care and medication. Most of his efforts are fruitless. "Even here, where we are mostly black, they won't come near us. We go out and recruit, and they say, 'Yeah, yeah, the money's coming from the NIH, right, so who are you trying to kid?'" Mary Lynn, the outreach worker for the program, who hikes around Washington seeing hundreds of people a week, says that around 70 percent ask about Tuskegee. "They're completely convinced they'll be used as guinea pigs for some evil agenda."

In adults, AZT only slows HIV's progression; it doesn't cure anyone. But in the case of babies born HIV-positive, the drug actually can be a cure. In February, 1994, a joint French-American study found that giving AZT to a pregnant woman and her infant child dramatically reduces the baby's chances of contracting the virus from 25.5 percent to 8.3 percent—"by far the most important and helpful news to come out of the epidemic," says Elaine Abrams, director of Harlem Hospital's AIDS Pediatric Clinic. But the news would be better if women who heard it believed it. "They just say no," says Abrams, almost all of whose 200 patients are black. "Plenty of women refuse to get tested, to have their infants tested or to take medicine. Maybe they're afraid, or they see a healthy-looking baby in their arms and it all doesn't make sense." In a recent focus group on maternal transmission of HIV, conducted by the New York State Health Department, two groups of pregnant women split evenly by race, with black mothers-to-be refusing to "take that poison," as one put it.

Black clergy, the community's natural leaders, only feed the paranoia. When a clean-needles program was first proposed in New York City in 1989, Calvin O. Butts of the Abyssinian Baptist Church decreed he was "not in favor of cooperating with the devil," meaning those who might perpetuate addiction. Leading the national charge was Reverend Graylan Ellis-Hagler, who now presides over the Plymouth Congregational Church in Washington. "First,

the white establishment pushes drugs into the community," he told the *Atlantic* in 1993. "They cripple the community politically and economically with drugs. They send the males to jail. Then someone hands out needles to maintain the dependency."

Religious opposition killed needle-exchange programs in every city except New York, which squeezed through a trial program in 1991. The result is the only unqualified success story in the prevention war. In a city where half of intravenous drug users test positive, the program cut infection rates by 50 to 75 percent, according to a study of its 2,500 participants. Now, Ellis-Hagler is willing to relent, he says, "because there aren't strong enough feelings from the community to create a hysteria," although he still finds the program "a pitiful last resort, and racist." It may be too late. By now, momentum has died down. Washington, for example, has only enough money for a tiny pilot program inconveniently located in a downtown federal building.

The vacuum has been filled by a kind of generic sermonizing, drained of any urgency. Ten years ago, ministers routinely refused to preside over funerals of people who died of AIDS, and funeral homes refused to bury them. That kind of disgust has mostly been replaced by evasive homilies, expressed by a scattered few, such as Washington's Reverend Pervis "Fireball" McKenney, who takes pride in insisting, "I preach against all sin and that's one of them. I'm with the Bible on sin, and all sin is against God, period, whether it be homosexuals or whatever." In milder forms, ministers presiding over funerals will say "this person was a sinner, but he renounced that world at the end of his life," or they won't mention how the person died.

A typical example is the Metropolitan Baptist Church, a favorite of Washington, D.C.'s black gay community. On a recent Sunday, the pews were packed with men in crisp wool suits and women in white gloves with straightened hair, their well-behaved children in tow. The choir, 100 strong, seemed to be the refuge for many of the single, and some obviously gay men. The imposing Reverend H. Beecher Hicks Jr., draped in purple velvet vestments, presided. In his trembling baritone, he admonished his flock of "black bourgeoisie" to remember their roots, to exercise compassion outside the church walls.

The church has had an AIDS ministry for two years, and its director has been instructed never to use the word "gay," says a former adviser. Mostly it educates congregation members that it's OK to shake hands with the HIV-positive, to "love the sinner but not the sin," says Hicks. Its mission is the same as the dozens of other help ministries run by the church. "I don't make a lot out of it," explains Hicks. "It's like Alcoholics Anonymous, Narcotics Anonymous, like people who are depressed or divorced. We find a way to meet everyone's personal needs, and don't lift one up over the other."

As of January, some 84,568 young African Americans had died of AIDS. •

THE WHITE CLOUD

By Ann Louise Bardach

Freddie Rodriguez is discouraged. He has just come from his afternoon's activity of trying to stop men from having unprotected sex in Miami's Alice Wainwright Park, a popular gay cruising spot. Rodriguez, 29, is a slim, handsome Cuban-American with a pale, worried face who works for Health Crisis Network. "I take a bag of condoms to the park with me and I try talking to people before they duck in the bushes and have sex," he explains. "I tell them how dangerous it is. Sometimes I beg them to use a condom. Sometimes they listen to me. Today, no one was interested." Most of the men, he says, are Latinos and range in age from 16 to 60. Many are married and would never describe themselves as gay. "Discrimination is not really the issue here. Most Latinos do not identify themselves as gay, so they're not discriminated against," he says, his voice drifting off. "Ours is a culture of denial."

To understand why the second wave of AIDS is hitting Latinos particularly hard, one would do well to start in Miami. Once a mecca for retirees, South Beach today is a frenzy of dance and sex clubs, for hetero- and homosexual alike. "We have the highest rate of heterosexual transmission in the country, the second-highest number of babies born with AIDS and we are number one nationwide for teen HIV cases," says Randi Jensen, reeling off a litany that clearly exhausts him. Jensen supervises the Miami Beach HIV/AIDS Project and sits on the board of the Gay, Lesbian and Bisexual Community Center. "And we have the highest rate of bisexuality in the country." When I ask how he knows this, he says, "Trust me on this one, *we know*. . . . The numbers to watch for in the future will be Hispanic women—the wives and girlfriends."

Already, AIDS is the leading cause of death in Miami and Fort Lauderdale for women ages 25 to 44, four times greater than the national average. According to the Centers for Disease Control and Prevention (CDC), AIDS cases among Hispanics have been steadily rising. But any foray into the Latino subculture shows that the numbers do not tell the whole story, and may not even tell half. CDC literature notes that "it is believed that

AIDS-related cases and deaths for Latinos are understated by at least 30 percent. Many Hispanics do not and cannot access HIV testing and health care." Abetted by widespread shame about homosexuality, a fear of governmental and medical institutions (particularly among undocumented immigrants) and cultural denial as deep as Havana Harbor, AIDS is moving silently and insistently through Hispanic America. It is the stealth virus.

"No one knows how many Latino HIV cases are out there," Damian Pardo, an affable Cuban-American, who is president of the board of Health Crisis Network, tells me over lunch in Coral Gables. "All we know is that the numbers are not accurate—that the actual cases are far higher. Everyone in the community lies about HIV." Everyone, according to Pardo, means the families, the lovers, the priests, the doctors and the patients. "The Hispanic community in South Florida is far more affluent than blacks. More often than not, people see their own family doctor who simply signs a falsified death certificate. It's a conspiracy of silence and everyone is complicitous."

Freddie Rodriguez—smart, affluent, urbane—didn't learn that Luis, his Nicaraguan lover, was HIV-positive until it was too late to do anything about it. "He was my first boyfriend. He would get sick at times but he refused to take a blood test. He said that it was impossible for him to be HIV-positive. I believed him. One day, he disappeared. Didn't come home, didn't go to work—just disappeared." Frantic, Rodriguez called the police and started phoning hospitals. Finally, Luis turned up at Jackson Memorial Hospital. He had been discovered unconscious and rushed to intensive care. When Rodriguez arrived at the hospital, he learned that his lover was in the AIDS wing. Even then, Luis insisted it was a mistake. Two weeks later, he was dead. "I had to tell Luis's family that he was gay," Rodriguez says, "that I was his boyfriend and that he had died of AIDS. They knew nothing. He lived a completely secret life."

Although Rodriguez was enraged by his lover's cowardice, he understood his dilemma all too well. He remembered how hard it was to tell his own family. "When I was 22, I finally told my parents that I was gay. My mother screamed and ran out of the room. My father raised his hands in front of his eyes and told me,

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'Freddie do you see what's in front of me? It's a big, white cloud. I do not hear anything, see anything and I cannot remember anything because it is all in this big white cloud.' And then he left the room." One of Rodriguez's later boyfriends, this one Peruvian, was also HIV-positive, but far more duplicitous. "He flat out lied to me when I asked him. He knew, but he only told me after we broke up, *after we had unsafe sex*," says Rodriguez, who remains HIV-negative. "Part of the *machismo* ethic," Rodriguez explains, "is not wearing a condom."

Miami's Body Positive, which provides psychological and non-clinical services to AIDS patients, is housed in a pink concrete bubble off Miami's Biscayne Boulevard. The building and much of its funding are provided by founder Doris Feinberg, who lost both her sons to AIDS during the late 1980s. The gay Cuban-American star of MTV's "The Real World," Pedro Zamora, worked here for the last five years of his life and started its P.O.P. program—Peer Outreach for Persons Who Are Positive. Ernie Lopez, a 26-year-old Nicaraguan who has been Body Positive's director for the last five years, estimates that 40 percent of the center's clients are Latino, in a Miami population that is 70 percent Hispanic. On the day I visit, I see mostly black men at the facility. Lopez warns me not to be fooled. "The Latino numbers are as high as the blacks, but they are not registered," he says. "Latinos want anonymity. They come in very late—when they are desperate and their disease is very progressed. Often it's too late to help them."

"*Soy completo*," is what they often say in Cuba, meaning, "I'm a total human being." It is the preferred euphemism for bisexuality and in the *machista* politics of Latino culture, bisexuality is a huge step up from being gay. It is this cultural construct that prevents many Latin men from acknowledging that they could be vulnerable to HIV, because it is this cultural construct that tells them they are not gay. Why worry about AIDS if only gay men get AIDS? "To be bisexual is a code," says Ernesto Pujol, a pioneer in Latino AIDS education. "It means, 'I sleep with men but I still have power.' I think there is a legitimate group of bisexuals, but for

many bisexuality is a codified and covered homosexuality." Self-definitions can get even more complex. "I'm not gay," a well-known intellectual told me in Havana last year. "How could I be gay? My boyfriend is married and has a family."

Without putting too fine a point on it, what defines a gay man in some segments of the Latino world is whether he's on the top or the bottom during intercourse. "The salient property of the *maricon*," my Cuban friend adds, "is his passivity. If you're a 'top,'—*el bugaron*—you're not a faggot." Moreover, there are also many heterosexual Latino men who do not regard sex with another man as a homosexual act. "A lot of hetero-

sexual Latinos—say, after a few drinks—will fuck a transvestite as a surrogate woman," says Pujol, "and that is culturally acceptable—absolutely acceptable." Hence the potential for HIV transmission is far greater than in the mainstream Anglo world.

According to Pujol, "only Latinos in the States are interested in other gay men. They have borrowed the American liberated gay model. In Latin America, the hunt is for 'straight' men. Look at the transvestites on Cristina's (the Spanish-language equivalent of "Oprah") talk show. Their boyfriends are always some macho hunk from the *bodega*." Chino, a Cuban gay now living in Montreal, typifies the cultural divide. "I don't understand it here," he says scornfully. "It's like girls going out with girls."

"If you come out," says Jorge B., a Cuban artist in

Miami Beach, "you lose your sex appeal to 'straight' men" (straight in this context meaning married men who have sex with other men). The Hispanic preference for "straight men" is so popular that bathhouses such as Club Bodycenter in Coral Gables are said to cater to a clientele of older married men who often pick up young lovers after work before joining their families for dinner. Some men will not risk going to a gay bar, says Freddie Rodriguez. "They go to public restrooms where they can't be identified." While many gay Hispanics do eventually "come out," they do so at a huge price—a shattering loss of esteem within their family and community. "The priest who did Mass at my grandfather's funeral denied communion to me and

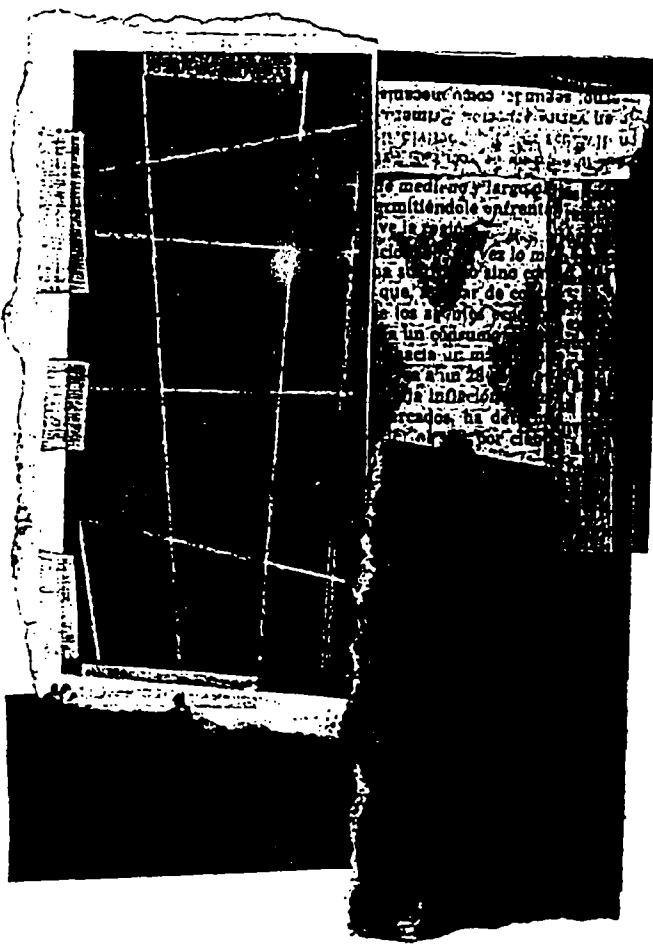


ILLUSTRATION BY TOM PRESTON FOR THE NEW REPUBLIC

A second wave

Physicians in AIDS clinics and epidemiologists who go out on the streets all testify that a second wave of infections is underway—not as massive as during the early 1980s, but far greater than anything since. The trouble is, the hard data don't reveal much about it. Part of this is intrinsic to the disease: HIV-positive people don't develop symptoms until ten years, on average, after seroconversion, and until then infection is essentially invisible. Because of the stigma attached to having the virus, those who test positive may lie to survey-takers about when and how they got it. Most don't get tested. Some poor people who don't receive medical treatment for characteristic infections aren't ever diagnosed. With all the cultural and practical obstacles arrayed against it, attempts to measure the HIV epidemic with accuracy barely stand a chance.

What *do* we know? For starters, we have a rough idea of how many people have been diagnosed with AIDS. The federal government's Centers for Disease Control and Prevention (CDC) publishes an official clinical definition of AIDS and, in theory, keeps count of all AIDS cases diagnosed each year. That number peaked in 1993 at 106,618 and fell in 1994 to 80,691. But this doesn't mean *infection* rates are falling—only that use of anti-viral drugs may have prolonged life in some cases and thus created a temporary drop in the numbers, and that a sharp drop in infections occurred around a decade ago. This makes sense; the mid-1980s saw the purification of the blood supply—and the closing of the bathhouses and the stigmatization of unsafe sex. Clearly, people can change their behavior drastically.

We know this much because, since 1982, CDC has required health care providers nationwide to report new AIDS diagnoses to state health departments. The reporting, however, is often slow and shoddy. Of all the reports that states ever receive from physicians, only half come in within three months after diagnosis and only three-quarters arrive within a year. Other reports never arrive—even for cases that have been clinically diagnosed. The good news that the numbers are down should be balanced, then, by the underreporting of the overall numbers. Right now, the chief AIDS statistician at CDC estimates that between 50,000 and 100,000 people

with AIDS die each year—far more than the 32,330 CDC counted in 1994.

Yet even if the data on AIDS cases and deaths were completely accurate, they say nothing about new infections. Only twenty-five states require health care providers to report all new HIV diagnoses and California, New York and Florida, where the highest number of new infections are probably occurring, aren't among them. What indicators we do have suggest that the biggest growth in infection rates is occurring among ethnic minorities. In states that require reporting of HIV cases, the number of new diagnoses between 1993 and 1994 rose 11 percent among white men, 20 percent among black men and 60 percent among Hispanic men. Cases diagnosed last year accounted for 22 percent of all white men ever reported, 30 percent of all blacks and 41 percent of Hispanics. In other words, a disproportionate number of black and Hispanic HIV diagnoses occurred recently.

To an optimist, these data might confirm that AIDS educators have just started to overcome taboos against HIV testing. Yet they could mean that blacks and Hispanics are now seroconverting at a much higher rate than whites are. Other data support the latter conclusion. Forty-four states use blood tests performed routinely on all newborn babies to measure seroprevalence among childbearing women. Among new mothers in New York state in 1992, HIV-positivity was eight times as common among Hispanics and seventeen times as common among blacks as among whites. By 1994 it was ten times as common among Hispanics and twenty-one times as common among blacks. The disparity had grown.

The rate of infection among white gay men is also rising again. In the first two months of 1995, twelve gay male patients—the same number as in all of 1992—were treated for rectal gonorrhea at Washington, D.C.'s Whitman-Walker Clinic. Most of these cases occurred in men under 30—a sign that condom use among younger gay men has decreased. Of course, it's possible to measure the incidence of new infections more systematically. In 1993 researchers at the University of California at San Francisco concluded a household-by-household study of gay men aged 18 to 29. They found a seroconversion rate of 2.6 percent of the HIV-negative men in the sample per year of sexual activity. That means that of 100 HIV-negative gay men who were 17 years old in 1993, twenty-three will

be infected by age 28, and fifty-one will be infected by age 44. "That's as bad as in 1981," says Andrew Moss, a UCSF epidemiologist. By all anecdotal accounts, the rate has increased since then. Only from 1982 to 1984 was it higher.

Unfortunately, the best publicized estimates of HIV incidence don't rely upon such exhaustive studies, which are expensive and hard to conduct outside minority or gay neighborhoods. The Public Health Service, which estimates that 40,000 Americans become infected each year, derives that number from surveys of the seroprevalence of HIV in various populations. The principle goes like this: if seroprevalence stays the same, and a certain number of people died of AIDS last year, then the same number of people must have become infected last year. Likewise, if seroprevalence fell, fewer people were infected than were killed by the virus.

But even if deaths could be counted accurately, a slight mismeasurement of seroprevalence can inflate or reduce the new infection estimate by tens of thousands. The potential for error is vast. The numbers show, for example, that while seroprevalence remained roughly constant among men who have sex with men in Washington, D.C., between CDC's 1989 and 1992 reports it fell from 45.8 percent to 29.7 percent in Miami. Either the data are unreliable, or seroprevalence is volatile across cities and short periods of time.

The obstacles to filling in the gaps aren't just methodological. In city and state budgets, and under the federal Ryan White Comprehensive AIDS Resource Emergency Act (1990), funding for some human services depends upon AIDS case counts. Political pressures encourage researchers to count AIDS cases rather than to gather better information about infection rates. "The numbers aren't perfect," says Derek Hodel, chief lobbyist for Gay Men's Health Crisis. "They're still all we have. . . . That's how we offer a rationalization for any government program."

The bottom line is that some people are sick, others will get sick and many have died. And you knew all that already. But important fragments of evidence suggest that infection is gathering pace. A second wave of infections now will produce another wave of AIDS in the next decade, and this wave won't affect just gay white men. We'll have no excuse for not seeing it coming, if we simply couldn't be bothered to find out for sure.

DANTE RAMOS

my brother," recalls Pardo. "He knew from my mother's confession that we were gay."

Latino attitudes here are, of course, largely imported, their cultural fingerprints lifted straight out of Havana, Lima or Guatemala City. Consider Chiapas, Mexico, where gay men were routinely arrested throughout the 1980s; many of their bodies were later found dumped in a mass grave. Or Ecuador, where it is against the law to be a homosexual, and effeminate behavior or dress can be grounds for arrest. Or Peru, where the Shining Path has targeted gays for assassination. Or Colombia, where death squads do the same, characteristically mutilating their victims' genitals.

While Latino hostility to homosexuals in the United States tends to be less dramatic, it can also be virulent, particularly when cradled in reactionary politics. In Miami, right-wing Spanish-language stations daily blast their enemies as "communists, traitors and Castro puppets." But the epithet reserved for the most despised is "homosexual" or "*maricon*." When Nelson Mandela visited Miami in 1990, he was denounced daily as a "*mari-juanero maricon*"—a pot-smoking faggot—for having supported Fidel Castro.

On the other side of the country, AIDS Project Los Angeles is the second-largest health provider for AIDS patients in the United States (after Gay Men's Health Crisis in New York). It's a sparkling facility with a food bank, a dental program and all manner of support services. Housed in the David Geffen Building at the corner of Fountain and Vine, it is well-provided for by a generous Hollywood community. Currently, AIDS Project Los Angeles attends to the needs of more than 4,500 clients, 60 percent of whom are gay men. Roughly one-fourth of the total are Latinos, and the majority of those are Mexican. Thirty-two-year-old Troy Fernandez is one of the project's senior aides on public policy. Born in Yonkers and of Puerto Rican descent, Fernandez is a caramel-colored black man with long dreadlocks streaming down his back. Dressed in crisp white jeans, he's as slim and elegant as a fountain pen. He's also HIV-positive—part of the second wave.

Although Fernandez "did the downtown dance scene and Fire Island," in his 20s, he didn't go to the bath-houses, and he was never on the front line of the party scene. Even when the political equation of the gay revolution—"the more promiscuous, the more liberated"—still had currency, Fernandez was warier than his peers. By 1981, friends of his had started to die of the mysterious illness then known as the gay plague. Fernandez got himself checked out as soon as HIV testing became available, and came up negative year after year while he continued to practice safe sex. Then he moved to Los Angeles and met Rodrigo.

Rodrigo was a well-educated Mexican-American, a high-level insurance executive, a Republican conservative and "completely closeted." Among Rodrigo's tightly knit family, only one of his brothers—also gay—knew his secret. When Fernandez asked his partner if he was

HIV-positive, he said no. He'd never been tested, but he knew he wasn't. He also insisted he was monogamous. "It's all about what risks you are willing to take," says Fernandez slowly. "I understand why people stop practicing safe sex. One is always renegotiating the risk factors at some level. You see, you want to believe that your lover is telling you the truth."

In 1990, Rodrigo got sick. By then Fernandez had become suspicious, and pressed his partner to be tested. "I told him he had to do it for my sake," he says, "if nothing else." When Rodrigo learned he was positive "it was a double whammy," says Fernandez. "He had to admit that he was sick and dying and worse—he had to admit that he was gay." Within the year, Fernandez learned that he, too, had the virus. Remembering, he lets loose a long sigh. "I don't have an answer for why I took a chance. I knew better, but it only takes one time." Fernandez surmises on the basis of personal anecdotal experience that as many as "90 percent [of gay] Latinos are closeted. Many may have self-identified but tell no one else." He bases his estimate on the number of married men who come into AIDS Project Los Angeles. "They always say they need the information for their brother or brother-in-law."

Rarely visible in the statistics are the wives and girlfriends of these men—the group that experts predict will soar to the top of the AIDS charts by the end of the decade. Currently, blacks and Latinas make up 77 percent of all AIDS cases among women; the number of Latina cases is seven times higher than that of Anglo women. Researchers have long known that the "receptive partner," is at greater risk of contracting not only HIV but all sexually transmitted diseases. For reasons generally unknown, women tend to get sicker sooner and die faster. Moreover, for many Latinas striving to be good Catholic wives in a culture where church and family are the co-pillars of the community, contracting HIV is an unfathomable betrayal and an irredeemable disgrace.

Ernesto Pujol remembers a Salvadoran housewife in her mid-50s, then living in Brooklyn. "She had just tested positive. She was crying. She was so bitter—so angry at her husband and the waste of her life. She had bought the whole Latina martyrdom of being the faithful wife." The husband was a drunk who had battered her, belittled her, and who would finally kill her. Still, she maintained that her husband had been infected by female prostitutes—and never looked at the evidence that he had had sex with men. "None of the women I worked with ever admitted that their spouses were gay or bisexual," says Pujol. "They would say, 'He drinks, you know.' They would rather blame prostitutes than consider the culturally unacceptable possibility of other men."

Wanda Santiago, 36, has lived much of her life as a pariah. A Puerto Rican lesbian, born and raised in Brooklyn, Santiago learned in 1989 that she was HIV-positive. At 13, she started doing drugs when her family

moved to a rough neighborhood in Williamsburg. At 16, she was pregnant and married and drinking. After three years, her husband left. "I knew I was gay since I was 8," she says, "but I thought getting married would cure me." In 1978, Santiago came out and turned the care of her young son over to her mother.

Santiago suspects she contracted HIV during her romance with an Ecuadoran woman who was stationed with the Navy in Virginia. "I was crazy about her," says Santiago, who lived with the woman for three years. "Every now and then, she would bring a man to our bed," says Santiago. "It could have been one of them, or maybe I got it from a needle." A few years after her relationship hit the skids, Santiago sobered up for good, but by then she was feeling tired all the time. "For a week after I tested positive, I refused to believe it," she says. "Total denial."

Until 1991, Santiago worked for the Health & Rehabilitation Service screening Latinas with sexually transmitted diseases for HIV. "A lot of them refused to be tested," she says. "If they did test positive, they wouldn't believe it. The fear overwhelmed them. They would say, 'Don't talk about it,' 'I don't have it' and 'Don't tell my husband.' Many were in denial about their husbands screwing around. They thought they would get blamed for getting the disease. It's much worse in Hispanic culture than it is for whites or blacks because Hispanics won't even talk about it. A lot of the women were afraid to use condoms because they would get beat up by their husbands. See, if you're infected by a man, you're a whore. If you're infected by drugs, then you deserve it. But it's OK for a man to have HIV because it's OK for a man to whore around."

Mary Lou Duran has been working with the community in East Los Angeles for twenty-one years, the last three and a half of them as a case manager for the HIV patients at Altamed Services. Her clients are women: primarily Mexican-American or Central American refugees, both legal and undocumented, ranging in age from 17 to 56, and including "several grandmothers." A few of the older women may have gotten the virus from blood transfusions during surgery in Mexico, before the availability of HIV testing. But the overwhelming majority were infected by spouses or lovers. "One woman, from Guatemala, died in October," Duran says. "She had a very aggressive virus and died in less than three and a half years. She got it from a boyfriend and left a child behind. I feel the majority of the women I see are innocent victims—wives and girlfriends who have no idea what is going on." Duran then relates a more personal experience: "In my own family, there have been three deaths—three nephews who were gay. But my family says, 'No one has died of AIDS.' They call it cancer. We can't comfort each other because we can't discuss it. 'They weren't gay,' they say, and 'They didn't have AIDS.'"

By coincidence, one of Duran's ailing nephews ran into her at a clinic where she was working. "He was shocked to see me," she remembers. "He was sick—very

progressed by the time he came in for help." They chatted briefly, awkwardly. It was her only personal contact with the tragedy in her family. "I have always been a community worker and my family has come to me when they have a need of sorts, but never while I do this work. They have never asked for my help. They have no interest or curiosity in my work. They never ask any questions. Nothing is ever said. The entire community is in denial. They just don't believe it is happening. They think that AIDS is about gay white males."

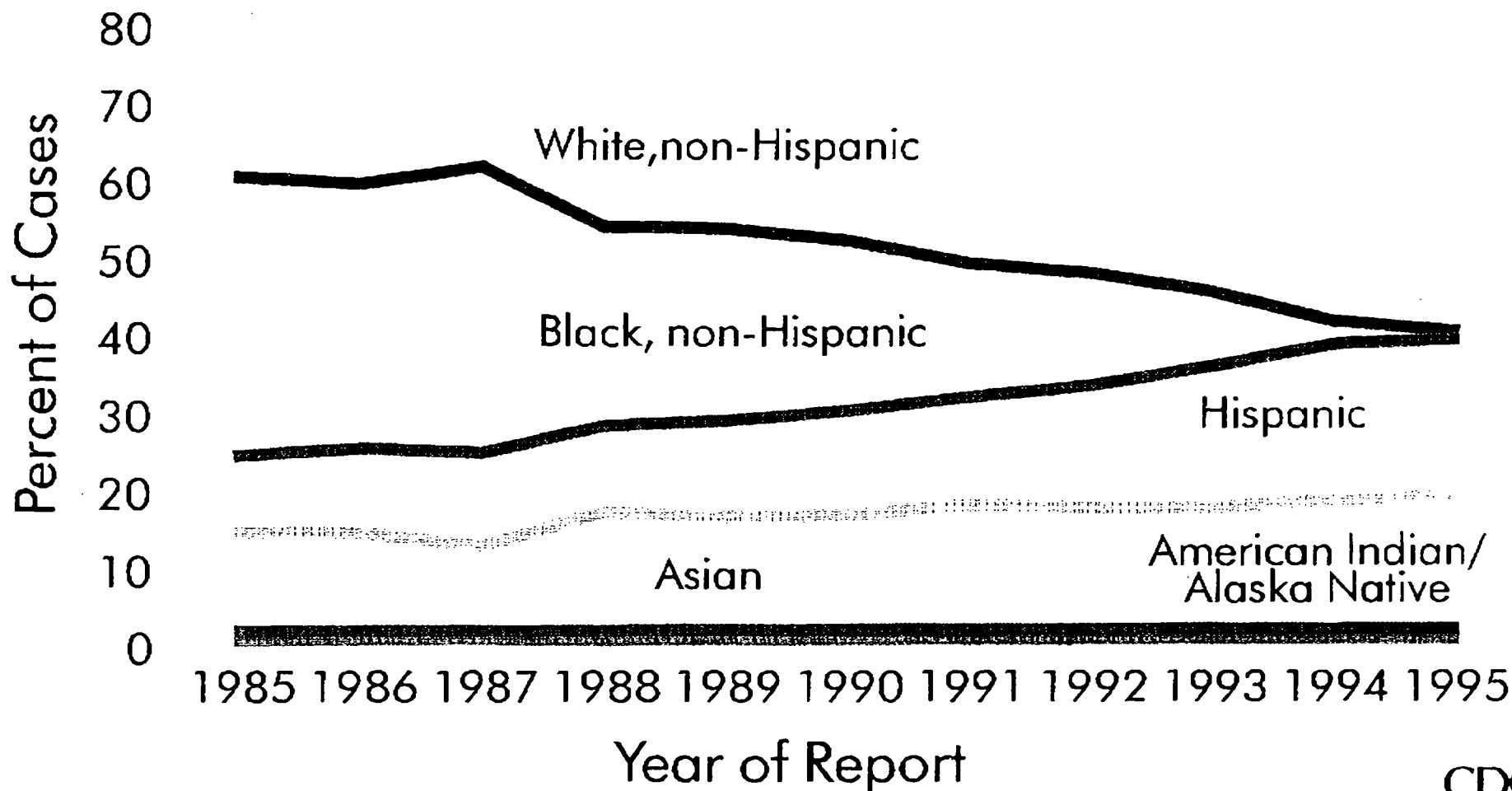
When not manning the AIDS project, Troy Fernandez makes the rounds of Hollywood bathhouses, doing what amounts to "interventions"—foisting condoms on men before they have sex. "The culture of the bathhouses has changed," he says, his voice brightening. "Some people sit around and talk. Sure, it's still mainly sex but there's some talk." Fernandez doesn't believe closing the bathhouses serves any purpose. "If you close the Hollywood Spa or the Compound, people will simply go to Plummer Park or the restroom at the Beverly Center. My friends in New York say the bathrooms at Juilliard are very busy these days. Face it, we are not going to stop people from having sex."

What then are the prospects of halting the second wave? Fernandez is initially speechless, and it takes a few minutes for him to get pumped up again. "We should get real that what we're doing is not working." He sings the praises of another program he's involved in—*Saber es Poder* (Knowledge is Power), which enables him and others to go into heavily Hispanic schools and talk to kids in grades seven through twelve. "But I can't say 'dick' to a kid in a school program without losing funding," he complains. "The truth is, Joycelyn Elders was right. We have to start talking to kids when they're young, not when it's too late or the second wave will keep rolling along and then the third wave and then the fourth wave."

As for Ernesto Pujol, he says he will never forget Carla, a soft-spoken, graceful Puerto Rican he met during his days running the Brooklyn AIDS unit of New York's Crisis Intervention Services. Happily married to a Brazilian man, Carla was at work on her doctorate. "The entire family got sick about the same time," says Pujol. "Her husband, she and their 2-year-old daughter. He died first, then the baby. I remember the day in the hospital that she told her family that she had AIDS and of course they became hysterical. It was very sad. She was a devout Catholic and AIDS caused her a great crisis of faith—like a slap in the face. As a couple, they had everything going for them—white upper-middle-class Latinos who could pass, educated and charming. Her husband had told her that he got it from an old girlfriend who was an addict but I suspected that he had had prior bisexual behavior. She chose to believe what her husband told her and I wasn't about to take that away from her. He was a very terrific, wonderful guy who was also working on his doctorate. But he was haunted by his past—and HIV is a past that won't ever let go of you." •

File AIDS

Proportion of AIDS Cases by Race/Ethnicity and Year of Report 1985-1995, United States



AIDS in Blacks and Hispanics

Of the 513,486 AIDS cases reported to CDC among residents of the United States through December 1995, Blacks and Hispanics accounted for:

- 52% of the total
- 75% of the women
- 77% of the heterosexuals*
- 81% of the children

Blacks and Hispanics accounted for 59% of the AIDS cases reported in 1995.

*Heterosexual IDUs and heterosexually acquired HIV

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^{*}Research funds are allocated for AIDS vaccine development under the auspices of the Rockefeller and Merieux Foundations. Care and education funds are distributed through the National AIDS Fund.

INSIDE SEING'S 14-BEDROOM MANOR

InStyle

a new magazine from **People**



Fabulous Wedding Dresses

**Hollywood's
Best
Shaping**

**Demi Moore
Jamie Lee
Nicole Kidman
Janet Jackson
plus: Kathy Najimi
110-pound w**

accessory of the month

Clever celebs like Julianne Phillips have found a way both to support a good cause and be fashionable. They've been spotted sporting Until There's a Cure bracelets, which raise money for AIDS care, research and education. Available in silver plate (\$20), sterling (\$70) and 18k gold (\$500), the bracelets can be ordered by calling 1-800-88-UNTIL.



Julianne Phillips



Debi Mazar



Rosie Perez



Neil Young



InStyle June 1995

Sarah Jessica Parker: naturally fit



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San Francisco Examiner

[★]
Monday afternoon

AUGUST 14, 1995

GOING TO BAT IN AIDS BATTLE



EXAMINER/PAUL CHINN

Giants slugger Barry Bonds lifts Donovan Fox, 8, to his shoulders during "Until There's a Cure Day" Sunday at Candlestick Park. The Giants, who beat the Cubs 6-3 before a crowd of 32,512 fans, are donating \$1 from each ticket and proceeds from sales of a memorial bracelet in hopes of raising close to \$115,000 to donate to the fight against AIDS. [B-1, B-7]

The New York Times

July 24, 1994

Giant Play: Baseball Fights AIDS

The boldest, the most progressive and important play of the baseball season is this: The San Francisco Giants have become the first major professional sports organization to identify itself with the battle against AIDS.

"It doesn't feel bold," said Manager Dusty Baker. "It feels like reality. Baseball is no utopia isle of perfection. It's not separate from society, man. We are real people with the same problems, hurts and fears as anyone else."

"It's progressive," agreed the owner, Peter Magowan, the creator and

engine of the Giants' current surge of community involvement. "A baseball team is something like a public utility. But to feel like part of the community it has to reflect and respond to community concerns. AIDS is probably the greatest local concern."

"Important?" echoed coach Bobby Bonds. With the thumb and forefinger of his right hand he formed a circle no larger than a dime. "What we're doing now is this dot. But if you added dots in Philadelphia, in Colorado, New York" — he spread his fingers to enlarge the dot — "the boys in Washington will have to start doing some-

thing."

Bonds capered off the dugout bench in Philadelphia last week to spread his arms into a monster dot. "The history of America is if the people demand it, it will get done," he said. "Otherwise, it's on the back burner until it affects a President's kid."

Next Sunday, at Candlestick Park, the Giants' game against the Colorado Rockies will benefit AIDS education and research. Money raised will be distributed among various Bay Area groups. The Giants are donating a dollar from each ticket sold. Money will also be raised through the sale of the Until There's a Cure Foundation's bracelet, and other mementos.

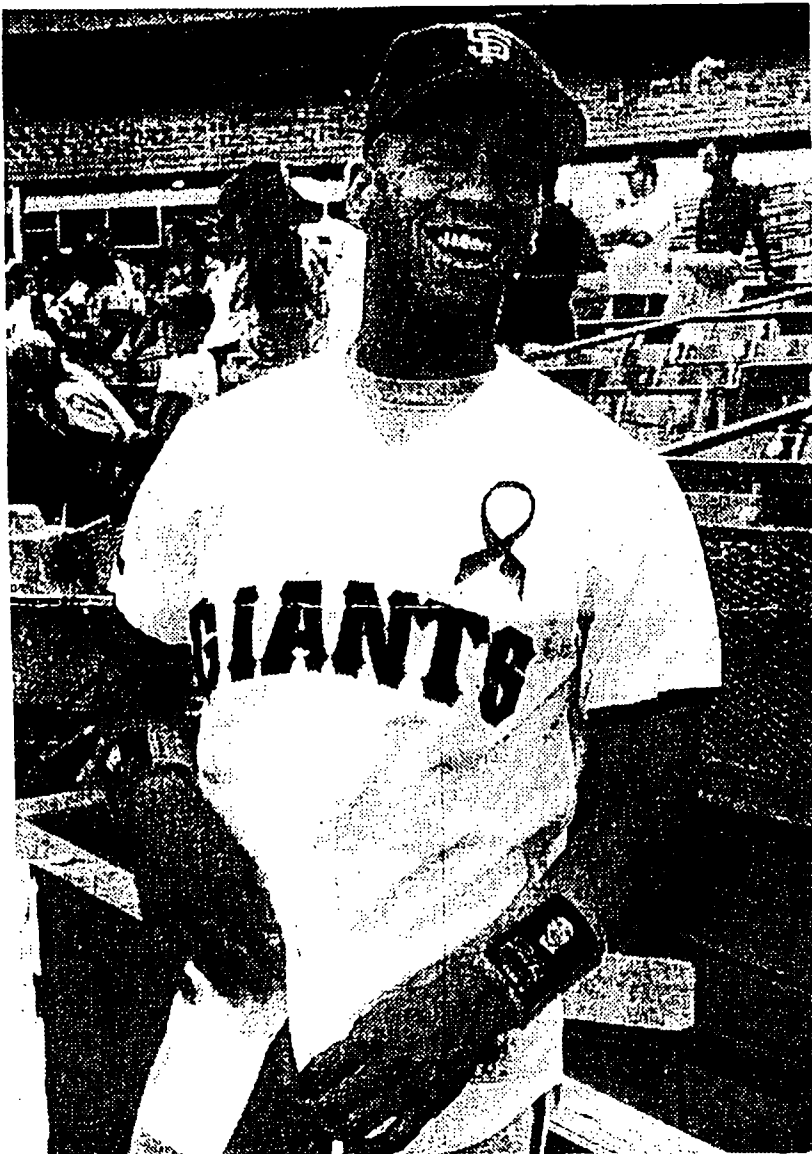
Corporations, most notably the Body Shop, are involved. Local advertising and some stars will make it a splashy production, although far less starry than many of Hollywood and Broadway's AIDS spectacles.

But as sports philanthropy goes, the Giants' "Until There's a Cure Day" is daring and laudable, as well as unprecedented. Players will wear an iron-on red ribbon on their uniforms. The first 30,000 attendees will receive a commemorative pin with the AIDS red ribbon encircling the Giants logo, a startling symbol for a traditionally glacial sport with conservative owners and homophobic players.

In these days of diminishing respect for athletic figures, not to mention the pure cynicism evoked by any word or action from the Bronx Boers, the Giants' benefit is, at the very least, smart, contemporary marketing that should be copied throughout the league. At best, it might just be a glimpse of a better future for baseball.

Magowan, Safeway's chairman, led a group that bought the Giants 18 months ago when the team seemed about to leave for Tampa. He points to his hiring of a female public address announcer, septagenarian ball fetchers and Baker, a black coach who had never managed before, as part of a pattern of progressive risk taking. Baker was named National League manager of the year in his rookie season.

"My biggest concern was that the players wouldn't get behind the AIDS campaign," said Magowan. "But they did, and they feel good about doing something for other people. Where will we go after this? I don't know. I'd like to see us follow up, I'd like to see us asked by schools to send players to



Alan Zale for The New York Times

Members of the Giants will wear AIDS ribbons in San Francisco next Sunday. Royce Clayton modeled the jersey he will wear.



Associated Press

Giants Manager Dusty Baker and the owner, Peter Magowan, think baseball must try to help combat AIDS.

talk about changing attitudes and behavior."

"Where will you go a year from now?" asked Bobby Bonds, animated, pontifical. "Media does a story, drops it. You should come back, see if we made a difference or if all this went away. I got access to you, and you got access to the people. The politicians know that the less people know, the more they can get over on them."

In a major league clubhouse, filled with men who have too much time on their hands, you can find theologists who think AIDS is part of a biblical reckoning and you can find conspiracy buffs who theorize aloud that "the power structure" loosed AIDS on the world to thin certain populations.

Former players, such as Bonds and Baker, fondly remember the "free sex days," as they call it, of the 60's and 70's, and wonder if their promiscuity helped create a climate that caused tragedies in the 80's and 90's. And current players, the post-Magic Johnson generation, look over the "ladies in the lobby" after a game and sadly say, "She ain't worth dying for."

The ace closer, Rod Beck, 25, like most players, steers the conversation away from homosexual AIDS, particularly toward his own interest in pediatric AIDS.

"It helps me get a taste of reality," he said. "I live such a sheltered life, people do everything for me, I don't even have to carry my own luggage. And here's a kid who knows he's going to die, and when he gets a hug from me he smiles. My wife and I feel good about ourselves."

• • •

Baker takes his 14-year-old daughter, Natosha, to Project Open Hand, a food delivery program for home-bound AIDS patients.

"Do we then discuss sex? No." A big, warm, regal man, Baker laughed. "Who talks sex with her daddy? But I think a message gets to her, and I am doing all this for her. I want her to live. I'm into clean water, too. What's the difference? We're part of the world, we got to reach out and help."

Baker's shortstop, 24-year-old Royce Clayton, a smooth future broadcast star, was someone who had

been reached.

When Clayton was 11, Baker, then a Dodger outfielder, came to speak at a Little League field being renamed for Emmett Ashford, the first black major league umpire. Clayton remembers how inspired he was by Baker's speech urging the youngsters to follow their dreams.

"Kids were getting into break-dancing, drifting away from sports, they were laughing at me for thinking I could make it," said Clayton. "When I got to the Giants I tried to tell Dusty how important he'd been to me, but he sort of brushed me off, like I was making him seem too old."

"Then last winter, we both spoke at an elementary school. I thought he left after he finished talking, so I told the kids the story. How you never make it alone, how Royce Clayton wouldn't be here without Jackie Robinson, without a lot of people, without Dusty Baker coming to that Little League field."

"And then I saw Dusty hadn't left. He was in a corner of the auditorium, and he was all choked up."

Thursday, April 20, 1995

Life

AIDS bracelet a way to display concern

FORT WORTH STAR-TELEGRAM

SYMBOLS



By **KELLY CARLTON**
FORT WORTH STAR-TELEGRAM

There's a way everyone can join the fight against AIDS in addition to wearing a red ribbon. Consider the new "Until There's a Cure Bracelet."

The bracelet is a simple narrow cuff-shaped design, featuring a raised AIDS ribbon on the outside. Inside, there are two small plaques, one inscribed "Until There's a Cure," and the other is left blank for personal engraving. The bracelet comes in silver plate (\$20), sterling silver (\$70) and 18 karat gold (\$500), and in three sizes.

Its inspiration came from the death of AIDS victim, Anthony Torrieri, a former visual director for Macy's. Before he died, Torrieri gave his best friend, Dana Cappiello, a ring he had worn.

Looking at the ring and trying to think of a way she could help, Cappiello remembered the POW/MIA bracelets of the Vietnam War.

"I thought we could get people to talk about AIDS through a bracelet," Cappiello says.

The project's sponsor is the Until There's a Cure Foundation, a California-based charitable organization dedicated to fighting AIDS by funding research, education and care services programs.

Fifty percent of the money raised from bracelet sales will go to the National Community AIDS Partnership (NCAP) for care services and education. The foundation plans to distribute the other 50 percent to AIDS vaccine research, Cappiello says.

The goal is raise \$46 million, and to remind people that the battle isn't over until there's a cure, Cappiello says.

To order the AIDS bracelet, call (800) 88-UNTIL. Also, it's available by request at The Body Shop stores nationwide.

Until There's a Cure Foundation

Much like the POW bracelet of the '70s, the new AIDS bracelet is designed to raise public awareness about the disease.

San Francisco Chronicle

NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

MONDAY, AUGUST 14, 1995



BY BRANT WARD/THE CHRONICLE

Barry Bonds gave 8-year-old AIDS patient Donovan Fox a ride during 'Until There's a Cure Day'

Giants' AIDS Cure Day

By Mark Camps
Chronicle Staff Writer

AIDS awareness and baseball brawls have little in common except when it comes to the Giants. Last year, in "Until There's a Cure" Day I, they celebrated before, fought during and wound up winning. This year in Day II, it was more of the same.

The New York Times

THE NEW YORK TIMES **SPORTS** MONDAY, AUGUST 1, 1994

B A S E B A L L

Giants' Celebration In Support Of a Cure

By MARK FAINARU

Special to The New York Times

SAN FRANCISCO, July 31 — In an improbable scene, the world of major league baseball merged with the battle against AIDS today as the Giants staged an emotional pre-game ceremony to benefit research against the disease.

The event, called "Until There's a Cure Day," marked a first in major professional sports, and 50,007 fans and nearly 1,000 volunteers were on hand.

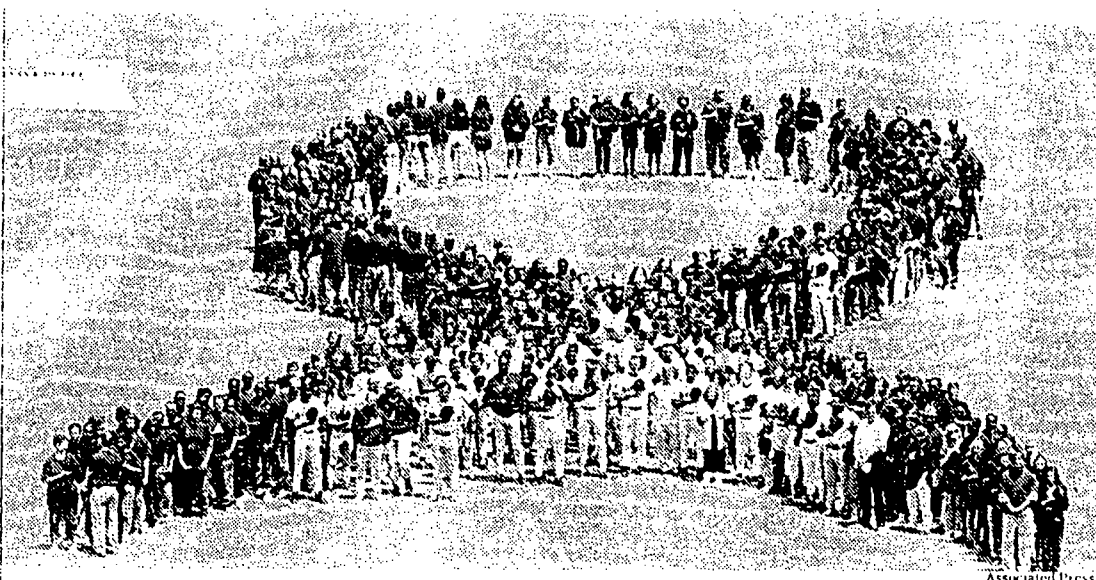
"On behalf of more than one million Americans infected with AIDS, I am here to salute the San Francisco Giants," said Mary Fisher, who gave a memorable speech on the disease at the 1992 Republican National Convention. Fisher, who has H.I.V., the virus that causes AIDS, is recognized as one of the leaders in AIDS awareness.

A Human Ribbon

As Fisher spoke, her backdrop was a throng of some 700 volunteers, all wearing red shirts and forming a giant human ribbon in center field.

"Today, the San Francisco Giants demonstrate that AIDS is as all-American as Abner Doubleday's sport," Fisher said.

The Giants went on to score a 9-4 victory over the Colorado Rockies as Matt Williams hit his 39th and 40th homers and Barry Bonds and Darryl Strawberry also homered. In the fourth inning, Rockies pitcher Jim Czajkowski hit batters on back-to-back pitches — this just three days after Rockies star Andres Galarraga had his season ended when he was hit on the wrist by a pitch — and both benches and the bullpens came to the middle of the diamond. There were a



Giants and Rockies players join hundreds of AIDS volunteers in forming a human red ribbon in center field.

few shoving matches, but no punches were thrown and no one was ejected.

But the action on the field was overshadowed by the pre-game event: by the red ribbon sewn onto the jersey of every Giants player; by the \$1 from every ticket sold contributed to various Bay Area AIDS organizations; by the sounds of Bruce Springsteen's "Streets of Philadelphia" playing over the public address system between innings, and by between-inning messages from celebrities carried on the big-screen television.

It was a day that saw a plane fly overhead, carrying the message: "We're All In This Together — Until There's a Cure."

It was an unusual scene for sure, particularly for a sport viewed by many as the least forward-thinking of its major counterparts. And stranger still that the Giants were playing host to the Rockies, whose home state passed legislation last year viewed by many as discriminatory against homosexuals.

"There are a lot of ironies here today," Fisher said about an hour before the festivities got underway.

There are signs that the Giants' big step won't be a one-time affair. Team officials say they hope today's event might lead to a broader, league-wide event next season, and the Until There's a Cure Foundation has received inquiries from the San Francisco 49ers, the San Jose Sharks and the Atlanta Braves.

Giants pitcher Rod Beck, who works throughout the season with a pediatric AIDS charity, said the team has felt more of a bond with the community since becoming involved.

"Everybody's been afraid of this disease so much that I think they've been afraid to get involved," Beck said. "We can't be afraid of it anymore. We need to do something about it."

Shortstop Royce Clayton said the day was about education as well as raising money.

"As a kid, athletes had an effect on me," he said. "Their positive influence helped me become what I am. I

want to use my position to be a positive influence too. I think it's important to educate kids about this disease."

The day began with various parts of the AIDS Memorial Quilt spread around the field, and the pieces were unfolded as the names of the individuals represented were read aloud. Among the readers were the actor Danny Glover, the singer Bobby McFerrin and Giants players Rod Beck and Royce Clayton.

This was followed by a song performed by a group called Free Spirit, some of whose members are HIV-positive and/or already have lost at least one family member to AIDS.

"I'm very proud of this organization," Giants Manager Dusty Baker told the crowd. "This is the first organization not to be afraid to come forward and say something positive" against AIDS.

After Fisher finished speaking, the Giants players strolled out to center field to join the human ribbon. A number of Rockies players also joined in.

Cure Day draws big crowd

By Larry Stone
OF THE EXAMINER STAFF

Some of the novelty may have worn off, but the Giants' second "Until There's a Cure Day" ceremony once again was a heart-tugging event bringing together a wide range of groups and individuals dedicated to finding a cure for AIDS.

The Giants hope to approach the \$115,000 raised last year, when they became the first professional sports team to hold a fund-raiser for AIDS research, education and care services. Dana Capiello, co-founder of the Until There's a Cure

Foundation, announced Sunday that the 49ers will follow suit in November with their own Until There's a Cure Day.

As they did last year, the Giants are donating \$1 of each ticket sold for the game, which attracted 32,512 fans, to the Until There's a Cure Foundation. Money was also raised through private donations and sales of "The Bracelet."

One of the most emotional moments of the ceremony came when Angelie Diya, an 11-year-old girl from Jupiter, Fla., who was born with the AIDS virus, took the podium. Diya was recently featured on

a two-hour CBS prime-time documentary.

"Don't be afraid of kids with AIDS," she told the crowd. "You can't catch HIV by playing together, holding hands or sleeping over at my house, so please treat me like anyone else. We need your friendship."

Players on both the Giants and Cubs escorted kids from the Make A Wish Foundation and Camp Sunburst to center field, where scores of people formed the image of a looped red ribbon while surrounded by sections of the Names Project AIDS quilt in honor of those who have died. Earlier, several speakers read a partial list of names of AIDS patients who died.

Joining the approximately 1,000 AIDS volunteers forming the "human ribbon" were Mayor Frank Jordan, mayoral candidates Willie Brown and Roberta Achtenberg, and San Jose Sharks coach Kevin Constantine

Giants players Rod Beck and Royce Clayton also made brief speeches.

"Last month, when I was basically giving it up, I thought I had problems," Beck said. "It's a lot easier to give up a grand slam in the ninth than deal with the reality of AIDS."

USA TODAY

NO. 1 IN THE USA . . . FIRST IN DAILY READERS

June 10, 1994

Giants make July 31 AIDS awareness day

By Michael Hiestand
USA TODAY

The San Francisco Giants have all the usual promotional days for cap and calendar giveaways.

But for a July 31 home date with Colorado, the Giants plan something they say will be a first in major league sports: an AIDS awareness day.

One dollar from each ticket sold will go to AIDS prevention efforts such as vaccine research.

Fans buying bracelets — priced \$20 to \$500 — with proceeds going to AIDS research, and companies buying at least 100 tickets, will have their names inscribed on a wall at Candlestick Park.

Giants' players are also involved.

Along with actor Tom Selleck and model Cindy Crawford, several players will appear in public service announcements for the benefit.

And during the game, players will wear ribbons — symbolizing AIDS awareness — on their uniforms.

Giants manager Dusty Baker says AIDS has "affected me through a couple friends already that I've lost . . . It's no joke. And it's certainly not just a gay disease everyone thinks it is."

Says Giants President Peter Magowan: "We're proud to participate in a day that's long overdue."

The first 30,000 people in attendance will receive a commemorative pin featuring the Giants' logo and the logo of the "Until There's A Cure Foundation."

San Francisco Examiner

August 1, 1994

Giants go to bat for an AIDS cure

'Historic' first in
sports draws 50,000
fans to the 'Stick

By George Raine
OF THE EXAMINER STAFF

The larger-than-life players of the American pastime and the lesser known foot soldiers of a worldwide epidemic found common ground in short center field Sunday, forming a symbol of hope for a cure for AIDS.

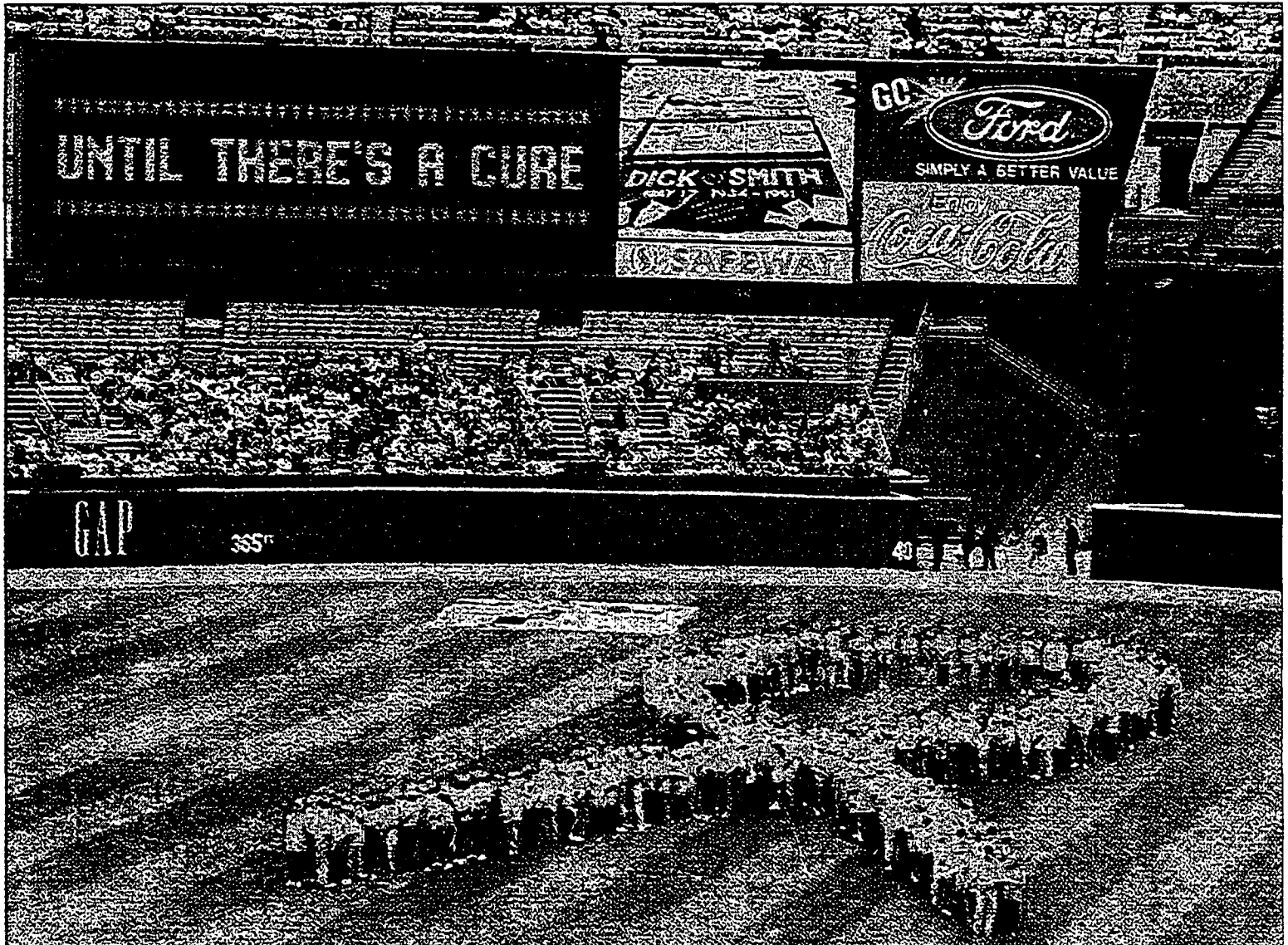
These were the players of the San Francisco Giants and a band of volunteers, creating the shape of the familiar red-and-white ribbon that symbolizes AIDS awareness,

and the underlying symbolism was equally remarkable:

The Giants became the first professional sports team to stage a benefit game in support of AIDS research and education, and may have raised \$100,000 or more in a demonstration that has the attention of sports franchises across the nation.

"People from all walks of life have joined their favorite sports team for a cause much greater than baseball," Giants managing general partner Peter Magowan said at the infield podium during the "Until There's A Cure Day" benefit prior to the game with the Colorado

[See GIANTS, A-12]



Volunteers formed a giant red ribbon in Candlestick Park's center field during Sunday's "Until There's A Cure Day" AIDS benefit.

EXAMINER/PAUL CHEN

The Washington Post

THE WASHINGTON POST

MONDAY, AUGUST 1, 1994 C7

BASEBALL

Giants Join Fight Vs. AIDS

*Benefit Is First
By Pro Sports Team*

By Benedict Cosgrove
Special to The Washington Post

SAN FRANCISCO, July 31—With ballplayers ready to strike and the likelihood of a truncated, three-way pennant race in the National League West growing with each passing inning, the San Francisco Giants worked a small miracle here today.

Employing good will, great marketing, and old-fashioned Bay Area vision, the Giants made the 50,000-plus fans at Candlestick Park forget briefly about baseball, and think hard about life. And death. And baseball's place between the two.

Today was "Until There's a Cure Day" at Candlestick, the first-ever benefit by a major professional sports organization conceived and promoted with one aim in mind: to raise money and awareness in the fight against AIDS.

"It's awesome," said the Giants' Rod Beck. "It's just the most incredible thing, to have an entire team and an entire organization rallying around this."

A burly, 25-year-old closer, Beck is no stranger to the cause. For several years, he and his wife, Stacey, have donated their time and energy to pediatric AIDS foundations.

"This might be the single most significant day since we've all heard of this disease," Beck said.

Other Giants echoed Beck's sentiments.

"Sometimes, something historic like this can start a positive trend," said 24-year-old shortstop Royce Clayton. He readily acknowledged that other teams might not follow the Giants' lead, but nonetheless, he was optimistic.

"I mean, you see how folks in the entertainment industry have made AIDS and HIV something to talk about, something to be aware of and not fearful or ignorant of, and you just hope that we can do the same in the sports world," Clayton said.

The Giants donated \$1 from every ticket sold to San Francisco Bay-Area non-profit organizations. With the sale of "Until There's a Cure" T-shirts and other items, they expected to raise more than \$100,000.

Pat Gallagher, the Giants vice president for business operations, cited some negative phone calls as the only troubling reaction to the Giants' public support for those with AIDS.

Despite the calls, however, Gallagher was adamant that the Giants would continue speaking out on the need for more dialogue, education, and compassion regarding the disease.

"Because we live in San Francisco, everyone's been touched in some way by HIV and AIDS," he said. "I've worked here for 18 years, and nothing else we've ever done has been universally accepted by everyone in the organization."

How such a move would play in other parts of the country is open to conjecture. Despite more than 1 million HIV-infected Americans of all ages and from all walks of life—and despite such high-profile cases as Magic Johnson and Arthur Ashe serving to dispel the myth—AIDS is still largely seen as a "gay disease."

In big-time professional sports, where one can count the number of openly gay athletes past or present on one hand, educating players might not be as difficult as getting them to associate themselves with a disease as controversial as AIDS. For the Giants, at least, that part of the fight seems over.

"When you know the sort of lifestyle that ballplayers could lead, and how that sort of behavior can lead to AIDS, it hits home," said Giants first baseman Todd Benzinger. "I don't care how you get it. No one deserves it."

"These guys are role models," said Dana Capiello before today's game. "I have two little boys, and to them [Giants outfielder] Barry Bonds is God. We need to have educated, caring people speak out, people who the kids will listen to."

Along with her friend Kathy Scutchfield, Capiello last year co-founded the Until There's a Cure Foundation in Menlo Park, Calif., two years after she lost her best friend, Anthony Torrieri, to AIDS. Inspired by the POW bracelets she wore during the Vietnam War, Capiello hit on the notion of an AIDS bracelet as a simple way to help raise money for AIDS education and research. She's helped raise \$1.5 million with the sale of 40,000 bracelets.

"Unbelievable," she said, smiling as she scanned the crowd.

Far up in the stands, sitting in their season-ticket seats wearing "Until There's a Cure" T-shirts, Jack and Peggy Niswander of San Francisco looked down at the field, where Beck read the names of children who had died of AIDS. The Niswanders expressed their pride at being longtime Giants fans.

"This is something that has just needed to be done," said Jack.

San Jose Mercury News

Sunday, August 15, 1993

A golden tribute

Remembering a fallen friend — and others with AIDS

THE despairing feeling of watching a friend die and a desire to help others provided the genesis of the Until There's A Cure bracelet.

"I lost my best friend to AIDS two years ago," says Dana Cappiello, the Woodside woman behind the bracelet. "I knew people who had died of AIDS, but I'd never gone through it with anyone."

"When my friend died, so many people were unmoved. They said, 'Well, it's AIDS,' but it mattered so much to me. I wondered what can I do to get people to get compassionate and educated about this disease?"

Before he died, Cappiello's friend Anthony Torrieri, visual director for Macy's, gave her a ring he had worn, which she started wearing. Looking at it and thinking of what she could do, Cappiello remembered the POW/MIA bracelets of the Vietnam War.

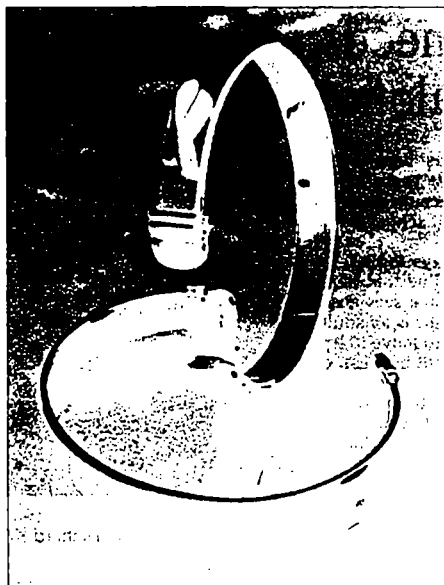
"I thought maybe we could get people to talk about AIDS through a bracelet," she says. Since she started wearing the prototype bracelet earlier this year, she's seen it work the way she hoped.

"People ask, 'What is that?' The best part is people my parents' age who wouldn't ever talk about something like this are buying them. They're moved and able to share stories. It lets them talk about it."

"It's also given us an easy way to talk about what AIDS is with children," she says, adding that she's given a bracelet to each of her sons, ages 4 and 6.

Cappiello stresses that while "I had the idea, it's had a life of its own since."

Cappiello's friend Kathleen Scutchfield, herself grieving over the loss of her husband, Don, to cancer, encouraged Cappiello. Scutchfield moved to Italy and there asked designer Isabel Geddes da Filicaia to help with the design and manufacturing. Then Frank Doyle and Zale Mitchner of Silicon Graphics Inc. designed the packaging graphics for the bracelet.



Dana Cappiello of Woodside launched the Until There's A Cure bracelet earlier this year to encourage others to talk about AIDS. Her best friend died from the disease two years ago. All profits from sales of the bracelet will go to AIDS-related groups.

ROBERT BUELTEMAN

The Until There's A Cure bracelet is a 5/16-inch wide cuff with a small AIDS awareness ribbon raised on the outside end of the cuff. The ribbon is in the same metal as the bracelet, which comes in silver plate for \$20, sterling silver for \$70 and 18 karat gold for \$500. It comes in sizes small, medium and large.

Inside the bracelet are two incised boxes — one inscribed "Until There's A Cure" and the other blank for personalization.

"Initially, the bracelet didn't have a ribbon on it," says Cappiello, explaining she shares the concern of many who worry the ribbon is becoming a marketing tool. "But then there was no way for people to associate it with AIDS. It's not a red ribbon, it's in the same metal as the bracelet so it's subtle."

Cappiello, who owns Dax & Co., which manufactures maternity wear, children's clothing and women's sleepwear, says she expected to encounter some criticism, but thus far has not.

"This is not a ribbon piece of jewelry where only 10 percent goes to AIDS," she says. "Once people understand that no one is taking a profit and that 100 percent of available funds, which is how we had to put it legally, is going to AIDS, they're very positive."

All money goes to the Until There's A Cure Foundation in Menlo Park, an independent, charitable organization dedicated to fighting the AIDS epidemic by funding research, education and care service programs.

Cappiello says 50 percent of the money raised will go to the National Community AIDS Partnership (NCAP) in Washington, D.C., for distribution across the country, with half those funds going to care services and the other half going to education. NCAP has promised to match funds. The foundation will distribute the other 50 percent to AIDS vaccine research.

The foundation's fund-raising goal is \$46 million — a sum that sounds both astronomical and unrealistic, except to Cappiello. "If we sell 1.5 million bracelets, we can gross \$46 million," she says. She's expecting the less expensive silver plate bracelets to be the majority of the sales.

Cappiello also makes it clear that while she wants to promote the bracelet, she isn't giving any of them away. "We'd like celebrities to wear them, but . . . they have to say, 'Yes, I'm behind this, I'll put the money out.'"

Marketing thus far has been limited to mail orders via the Foundation's toll-free (800) 88-UNTIL number and one day of sales at the San Francisco AIDS Walk on July 25. Of the 17,000 participants at the Walk, 1,500 bought bracelets in a three-hour period raising \$30,000. Cappiello says more than 200 of the gold bracelets have been sold through the 800 number.

The bracelet goes on sale Monday at all 51 Macy's and Bullock's Western division stores, where it will be exclusive until Nov. 1. The opening day of sales coincides with the first day of ticket sales to the upcoming Passport '93 Fashion Shows, Sept. 30 and Oct. 1 at Fort Mason, San Francisco, and Oct. 12 in Los Angeles, which benefit AIDS charities.

At the first night of Passport, Macy's plans to have "celebrity vendors" selling the bracelets. Tickets to the 6:30 p.m. Sept. 30 show are \$25 and \$35 general admission through BASS; \$150, \$250 and \$1,000 VIP tickets are available by calling (415) 431-0613. Tickets to the 7:30 p.m. Oct. 1 show are \$20, \$25 and \$35.

Style

MARY GOTTSCHALK



Current for Fall/Winter 1995

Until There's A Cure

How Benefit Funds Are Distributed

The following is a list of grants made and committed by the **Until**

There's A Cure Foundation through October 1995:

Research Grants

Grants Made

◆ **AIDS Vaccine Development (\$15,810)**

The Foundation financially supported the preliminary meetings of the World AIDS Vaccine Initiative held in London and Alexandria, Virginia. These meetings, attended by scientists, policy-makers, and fund representatives, provided the seed which convinced the Rockefeller Foundation to hold the first conference on worldwide vaccine development in Bellagio, Italy in 1994.

Grants Pledged

◆ **HIV Vaccine Research Coordinator (\$100,000)**

This grant, the first in a series of two (one per year), will pay for an individual to monitor all viable vaccine research programs throughout the world and publish information about these efforts. At this time, no organization or country is sponsoring this critical work; and the **Until There's A Cure** Foundation will finance this effort through an ongoing grant. Additionally, matching grants are currently being sought from the Rockefeller Foundation to defray expenses and publication costs.

Educational and Support Grants

The **Until There's A Cure** Foundation distributes the majority of its educational and support grants through the National AIDS Fund. Wherever possible, the National AIDS Fund seeks matching grants which can increase the value of a **UTAC** grant anywhere from 200-300%. The following is a list of support grants made between June 1993 and October 1995:

Grants Made

◆ Grants Paid (\$507,260)	6/93-10/95
AIDS Project Contra Costa	\$18,467
AIDS Walk Atlanta	15,000
AIDS Walk Washington D.C	5,000
AIDS Walk L.A.	32,500
AIDS Project L.A.	5,411
AIDS Walk, San Francisco	10,000
Catholic Charities HIV/AIDS	8,075
Clinica de la Razza	7,067
Design Industries Foundation Fighting AIDS	5,000
Fenway Health Center	1,000
Gay Men's Health Crisis	15,000
International AIDS Vaccine Initiative	15,810
L.A. Dance-A-Thon	10,000
The Names Project	10,000
Nashville Cares	5,500
National AIDS Fund	35,000
N.Y. AIDS Dance-a-thon	10,000
New York AIDS Walk	25,000
Project Open Hand	21,335
Rotary AIDS Project Los Altos	50
San Francisco AIDS Foundation	113,200
San Mateo County AIDS Program	15,378
St. Francis Memorial Hospital	50,000
Stanford Positive Care	11,400
Strongest Link	252
UCSF AIDS-SF Gen. Hospital	21,815
Wisconsin AIDS Fund	40,000

Grants Pledged

Design Industries Foundation Fighting AIDS	15,000
National AIDS Fund	105,000
International AIDS Vaccine Initiative	100,000

Total grants made or committed as of October 1, 1995: \$727,260
and more on the way!

30

For further information, contact:

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 212/477-1736 (fax)

Until There's A Cure

Mary Beth Gelinis
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 415/327-3529 (fax)
 1/800/88-UNTIL

funds.docUTAC3



SAVVY MANAGEMENT, Inc.

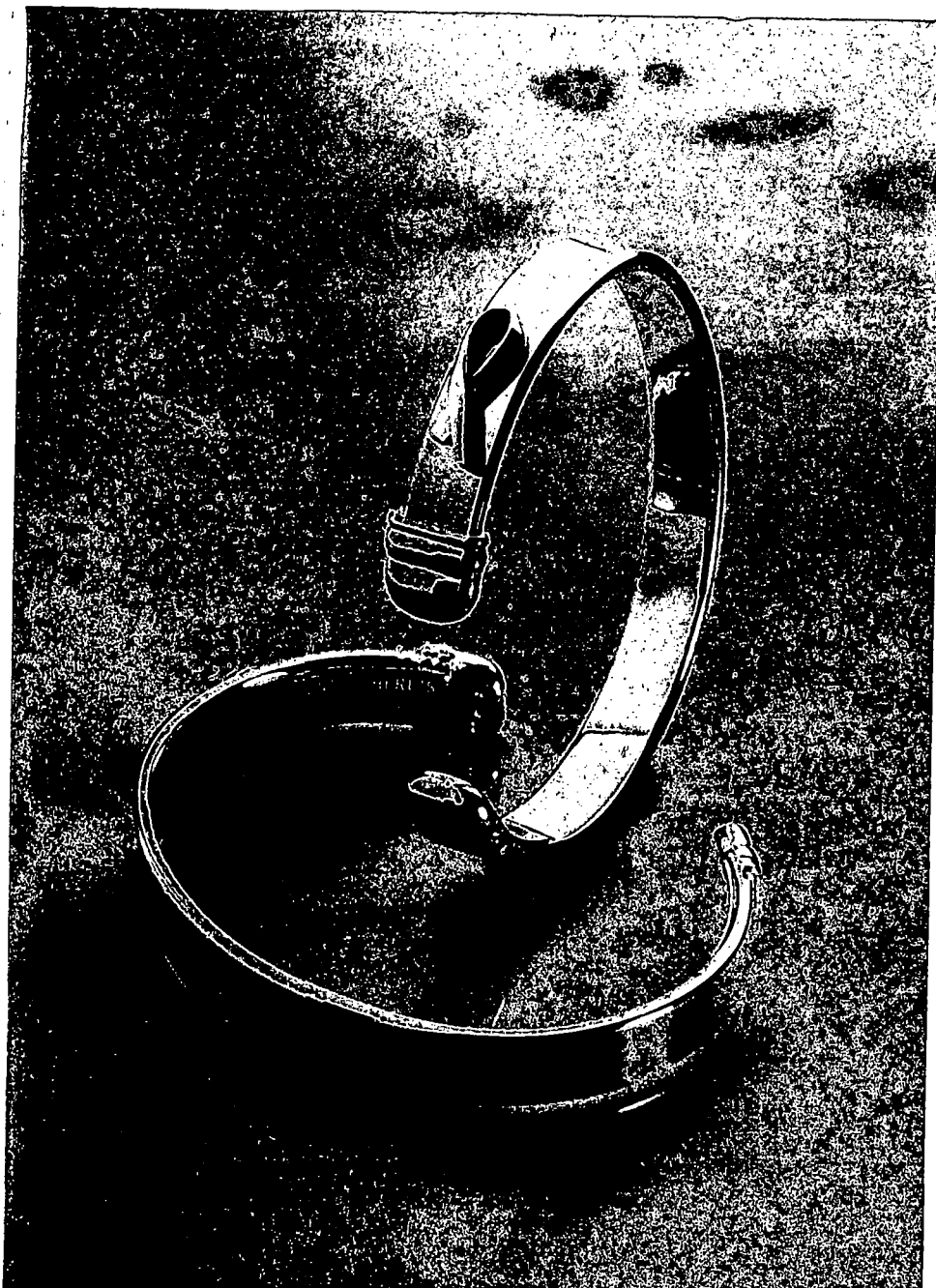
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FAX: 212/477-1736

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Kimberly Young
Greensboro, NC

President
Paula Van Ness

Participating States and Communities

Albany/Schenectady, NY
Atlanta, GA
Birmingham, AL
Boston, MA
Northern California
Charlotte, NC
Chicago, IL
Cleveland, OH
Dayton, OH
El Paso, TX
Ft. Lauderdale, FL
Ft. Worth, TX
Greenboro, NC
Harrisburg, PA
Hartford, CT
State of Indiana
State of Iowa
Kansas City, MO
Little Rock, AR
Los Angeles, CA

State of Maine
Miami, FL
State of Michigan
Milwaukee, WI
State of Minnesota
Nashville, TN
State of New Jersey
State of New Mexico
New York, NY
Phoenix, AZ
Richmond, VA
Sacramento, CA
San Diego, CA
Tacoma, WA
Tucson, AZ
Tulsa, OK
Ventura County, CA
Northern Virginia
Washington, DC
Wichita, KS

Current National Funders

Borden, Inc.
Design Industries Foundation
Fighting AIDS
Elton John AIDS
Foundation
The Ford Foundation
The May Department
Stores Company
Melville Corporation

Metropolitan Life
Foundation
New York Life Foundation
Philip Morris Companies
Inc.
Prudential Foundation
Sebastian International
The Starr Foundation
Xerox Corporation

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American Express
Atlantic Mutual Companies
Broadway Cares/Equity
Fights AIDS
Chevron Corporation
Classical Action
Council of Fashion
Designers of America—
Vogue Initiative/New
York City AIDS Fund of
The New York
Community Trust
The Nathan Cummings
Foundation

Delta Air Lines Foundation
The George Gund
Foundation
Hands On Care
Foundation
The William Randolph
Hearst Foundation
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Kern McNeil International
Merrill Lynch & Co.
Foundation, Inc.
Mobil Corporation
Until There's a Cure
Foundation

NATIONAL AIDS FUND

*The National AIDS Fund is the
nationwide organization dedicated
to eliminating HIV/AIDS as a major
health and social problem. We work
in partnership with communities to
provide care and to prevent new
infections — through advocacy,
research, and education.*

National AIDS Fund

Created in 1988 by The Ford Foundation and other leading national foundations and corporations, the National AIDS Fund has built alliances between national funders, communities and policy-makers. The National AIDS Fund has:

- Generated over \$38 million to support 1,852 HIV/AIDS programs in 30 states.
- Engaged more than 2,500 community leaders in the fight against the epidemic.
- Assisted U.S. public health agencies in pioneering new models of community-based care and prevention.

...
"One of the most rewarding things about our Partnership is seeing individuals from diverse backgrounds working together.

This has a lot to do with why I do this work."

Harry L. Brown
United Way of Central Alabama
Community AIDS Partnership of
Central Alabama
...

Leveraging Resources

AIDS is the leading cause of death among all young adult Americans, aged 25 to 44, surpassing deaths from accidents, cancer, heart disease, suicide and murder. The strong and growing community network created by the National AIDS Fund offers America one of its best hopes to help prevent the spread of HIV to future generations.

Through its 7-year history, the Fund has increased the nation's capacity to respond to the epidemic by building alliances and generating contributions for HIV/AIDS programs at the national and local levels. And we are committed to doing more.

Building Alliances

The National AIDS Fund builds bridges between the worlds of philanthropy and HIV/AIDS prevention and care. In the words of one of our national funders, "we make resources available to communities in ways local leaders want them, need them and can use them."

We believe in investing in the ingenuity of local leaders. We provide financial, program and technical resources to community foundations, local United Ways and other groups. They, in turn, form local advisory committees and develop HIV/AIDS initiatives to meet local needs and award grants. National AIDS Fund grants are matched by local funds, often doubling the amount of dollars available for HIV/AIDS programs within a community. All partnerships emphasize building and supporting community leadership.

Assisting Communities

An effective response to the HIV/AIDS epidemic requires more than money. We provide program and technical assistance for hundreds of local educational,

direct service, policy and other programs. Most programs are at the cutting edge of efforts to reach women, adolescents and ethnic and racial minorities. In addition, the Fund is continuing to develop and implement a comprehensive youth initiative, designed to reach America's adolescents — a generation at risk — about HIV/AIDS prevention. A cornerstone of the Fund's youth initiative is its participation in the Presidential youth volunteer corps program, AmeriCorps.

The National AIDS Fund works with national and local organizations to ensure the creation of public policies that are focused on preventing the spread of HIV and, ultimately, eliminating HIV infections as a national problem.

The National AIDS Fund places a high priority on regular review of our work. Independent evaluations allow us to benefit from, and share with others, the valuable lessons we have learned.

...

For more information about National AIDS Fund activities, please write or call:

National AIDS Fund
1400 I Street NW, Suite 1220
Washington, DC 20005-2208
(202) 408-4848
(202) 408-1818 (Fax)

NATIONAL AIDS FUND





UNTIL

THERE'S

A CURE

For immediate release

December 1, 1995

Contact:

Tony Staffieri/Shelley Driscoll

SAVVY Management Public Relations

Tel: 212/477-1717

Fax: 212/477-1736

Announcing The *Until There's A Cure* 1996 Campaign

STAR Initiative

Students Teaching AIDS Responsibility

A Proven and Effective Way to Reach Young People

About the Risks of HIV

NEW YORK -- The *Until There's A Cure* Foundation has announced the focus of its 1996 campaign, it will fund an innovative series of programs to teach teens and young adults about the dangers of HIV through peer-to-peer education. The *Until There's A Cure* STAR Initiative (Students Teaching AIDS Responsibility) will support a variety of youth-oriented HIV/AIDS education prevention programs administered by the National AIDS Fund.

*"Every year in the United States, 20,000 people under age 25 are infected with HIV, and 10,000 of them are teenagers," said Dana Cappiello, co-founder of *Until There's A Cure*. "We are seeing the rate of infection among young people escalate because not enough is being done to reach this particularly vulnerable audience."*

- more -

(415) 327-4376

FAX

(415) 327-4379

Kathleen Scutchfield, the Foundation's other co-founder, said new approaches must be quickly implemented if the trend among young people is to be reversed.

"Otherwise, today's growing population of HIV-positive young people will be tomorrow's AIDS epidemic," she said. "That is why we are earmarking funds raised by us during the next year for distribution through the National AIDS Fund for progressive programs that use peer education as a way of teaching young people about the risks of HIV/AIDS."

The National AIDS Fund, a national network of partnerships dedicated to eliminating HIV/AIDS as a major health and social problem, has conducted a variety of pilot programs in which young people taught other young people about the dangers of HIV. *"We have consistently found that peer education is one of the most effective methods of conveying HIV prevention information to young people,"* said Paula Van Ness, president of the National AIDS Fund. *"The challenge has been in finding leaders willing to step forward and support this important prevention effort. We are pleased that the **Until There's A Cure Foundation** has accepted that leadership role, and we are excited about the opportunities their **STAR Initiative** will present."*

Peer education programs have employed a variety of approaches. In New York, for example, local student advisory committees made small grants to HIV education projects that were designed and implemented by other young people. These projects included an HIV/AIDS Mobile Information Van that traveled to shopping areas on weekends, and HIV/AIDS walk-a-thons to educate fellow teens.

- more -

Another group organized a "Dance for an AIDS-Free Summer," where students signed on to protect themselves from HIV. Other student projects included videos, T-shirts, presentations and a comic book that depicted the ABCs of smart-life choices.

An analysis of these programs found that students who participated in them were likely to have educated their friends, their family members and others outside the school about the risks of HIV. Importantly, the students protected themselves from HIV infection in the process and were likely to have improved their school attendance and developed a stronger sense of personal responsibility.

The ***Until There's A Cure*** Foundation was organized in 1993 with the expressed goal of raising millions of dollars to fund care and prevention efforts and to foster compassion and understanding for people with this disease. The ***Until There's A Cure*** Foundation does not make grants directly but distributes its funds to leading AIDS research, care and philanthropic organizations. A portion of the funds raised will be contributed to the ***International AIDS Vaccine Initiative*** a global initiative created through funds from the **The Rockefeller and Merieux Foundations, *Until There's A Cure***. The majority of funds earmarked for care and prevention programs are distributed through the National AIDS Fund. Funds raised from local promotions such as AIDS walk-a-thons are distributed through local AIDS organizations. For a full listing of benefit funds distribution, see the document, "***How Benefit Funds Are Distributed***."

What distinguishes this Foundation from other AIDS organizations is that the

- more -

sole source of funding for this effort is *The Bracelet* -- an elegant symbol reminiscent of the POW/MIA bracelets worn during the Vietnam War era. The ¼-inch cuff bracelet, featuring a familiar small raised AIDS ribbon (available in silver-on-silver and gold-on-gold), reminds people that we are all working together ***Until There's A Cure***.

The Foundation's **STAR Initiative** will be the focus of its 1995/1996 campaign, during which the Foundation will seek to sell one million *Bracelets* -- raising approximately \$8 million in AIDS benefit funds. Celebrities from entertainment, literature, fashion, government and various other fields will be lending their support to this campaign via a high-profile public service advertising campaign that will begin in late 1995 and run throughout 1996. Leading magazines such as ***Entertainment Weekly*** and ***Vogue*** have already made commitments to donate public service space, and celebrities such as **Fran Drescher, Greg Louganis, Matthew Broderick, Joan Rivers, Julianna Margulies, Bridget Hall, Rosie Perez** and others have been or will be photographed wearing *The Bracelet* for ads created by the *pro bono* advertising agency, **The Richards Group** from Dallas, Texas.

Leading retailers across the United States have been and continue to be ardent supporters of *The Bracelet*. Currently, *The Bracelet* is sold at **Bloomingdale's, Macy's West, Ben Bridge, Bullock's, The Body Shop, Carson Pirie Scott and Ultimo** and in numerous catalogues. Celebrities such as **Neil Young, Bette Midler and Robert Redford** have worn *The Bracelet* and purchased them for friends while leaders in the arts and industry continue to support the

Foundation's goal with their own resources.

The power of this simple idea should not be underestimated. In July 1994, the Foundation teamed up with the **San Francisco Giants** baseball team, the first professional sports organization to publicly address AIDS by hosting an ***Until There's A Cure Day***, creating an important moment in AIDS history. The San Francisco Giants once again hosted an ***Until There's A Cure Day*** on August 13, 1995, and the **San Francisco 49ers** will be the first major league football team to publicly support AIDS when they host their ***Until There's A Cure Day*** on November 26.

As Cappiello and Scutchfield have observed, *"The number of people who support this cause with heartfelt generosity and compassion gives us great reason to hope."* Perhaps the feeling that inspires the **STAR Initiative** was best expressed by **Mary Fisher**, a leading AIDS activist, when she spoke at the San Francisco Giants ***Until There's A Cure Day*** in 1994:

*"Let those who would be heroes reach down to lift a child
and reach out to comfort the dying. And let those who are
giants among us carry those too weak to carry on."*

Until There's A Cure, let there be love."

- 30 -

For further information, contact:

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SAVVY Management Public Relations
Tel: 212/477-1717
Fax: 212/477-1736

Until There's A Cure
Mary Beth Gelinas
415/327-4376
1/800/88-UNTIL

star2.rel/utac3

THE WHITE HOUSE
WASHINGTON

June 1, 1995

Paula Van Ness
President
National AIDS Fund
1400 I Street, N.W.
Washington, DC 20005-2208

Dear Paula:

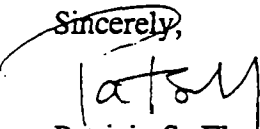
I want to express to you my delight at our getting under way with our co-sponsored project Youth and HIV/AIDS: The American Agenda. I particularly appreciate the significant funding support for the project provided by the Until There's A Cure Foundation. Their commitment to this project will directly enhance our abilities to produce a thoroughly researched and comprehensive document.

I firmly believe that the report we develop will be an important element in redirecting our HIV-related programs as they relate to youth. I am committed -- and I know the rest of this Administration is committed -- to having this report be an action plan, not another document that sits on the bookshelf. That makes what we are doing together that much more challenging.

To be sure that this is indeed a living document that guides the nation, it will be important for us to have a comprehensive strategy for the release and dissemination of the report. I want us to find ways -- through media events, through my travels around the country -- for the American people and government officials to be as moved by the stories of the young people affected by the epidemic as I know both of us are. We will work with you to create a high profile for the report by working with our colleagues here at the White House.

Thanks again for all the time you and your staff have put in to make this project a reality, and a special thanks to the Until There's A Cure Foundation, for the funding that will make this initiative possible.

Sincerely,


Patricia S. Fleming
National AIDS Policy Director

June 9, 1995

Dana Cappiello
Kathy Scutchfield
Until There's A Cure Foundation
935 El Camino Real
Menlo Park, CA 94025

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Design Services Foundation
Fighting AIDS

R.L. Miles
National Leadership Coalition on AIDS

William L. Spencer
Foundation for The Carolinas

Kimberly Young
Chesapeake, MD

President
Paula Van Ness

Dear Dana and Kathy:

I am pleased to forward the enclosed letter from President Clinton's National AIDS Policy Director, Patsy Fleming, about our new joint venture to finance the production and dissemination of a ground breaking national strategy document and report on youth and HIV/AIDS. As you'll read, Patsy and her colleagues at the White House are enthusiastic about working in partnership with us to develop and promote these crucial recommendations for addressing the HIV epidemic as it affects young people. One of the distinguishing characteristics of this extraordinary public-private partnership is our mutual belief in the ability of young people to provide leadership to this effort.

I understand from Patsy that Domestic Policy Advisor, Carol Rasco, and the President eagerly await the report that will be prepared over the summer. We anticipate a White House event early this fall giving the President the opportunity to embrace the report and call for action. Of course, we will work with you and the other sponsors of this endeavor to maximize the impact and visibility of this effort.

Thank you again for your generous support and encouragement. We'll keep you posted on our progress.

Warm Regards,



Paula Van Ness
President

Enclosure



Current Fall/Winter 1995

1996 Campaign Overview

UNTIL THERE'S A CURE

The Bracelet

A National AIDS Initiative

To Reduce the Spread of HIV Among Young People
Through a Remembrance That Reminds Us There is No Cure for AIDS

The Escalating Crisis Among Young People

Since AIDS was first reported in June 1981, more than 441,000 Americans have been diagnosed with HIV -- the virus linked to AIDS; of these, 270,870 have died.** Despite the efforts of government and private institutions to educate the public about how AIDS is spread, the rate of new HIV infections continues to increase at an alarming rate in one of our country's most vulnerable populations -- young people. Clearly, much more needs to be done -- and **Until There's A Cure**, education is the only way to prevent AIDS.

◆ The White House report states that "20% of all people diagnosed with AIDS in the U.S. are in their 20's. It is likely that they were infected as teenagers."

◆ The escalation is staggering and the consequences monumental. Unless something is done, AIDS may become the most serious health and financial threat to face the United States this century, as a generation of young people become long-term survivors of the HIV virus, crippling our medical infrastructure and bankrupting us as a country.

** Source: *HIV/AIDS Surveillance Report*, Vol. 6 No. 2, (1994 year end)
The Centers for Disease Control and Prevention.

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The Campaign

- ◆ The goal of the ***Until There's A Cure*** Foundation is to raise funds for AIDS vaccine development, care services and education. In addition, the focus of the Foundation's current campaign is to reach young people. ***Until There's A Cure*** will fund, through the National AIDS Fund and other groups, breakthrough care and educational efforts.
- ◆ The ***Until There's A Cure*** Foundation has a proven track record of inspiring, enlightening and raising funds. First introduced in 1993, the ***Until There's A Cure*** Foundation's primary source of fundraising is *The Bracelet*, a simple yet elegant symbol reminiscent of the POW/MIA bracelets worn during the Vietnam era. A ¼-inch cuff bracelet with the familiar small raised AIDS ribbon (available in silver-on-silver and gold-on-gold) reminds people that we are all *working together Until There's A Cure*.
- ◆ As of October 1995, nearly 100,000 *Bracelets* have been sold.
- ◆ All available funds (*benefit funds*) from the sale of *The Bracelets* (after manufacturing, shipping and administrative costs are deducted) are donated to recognized AIDS organizations which focus on two primary HIV/AIDS concerns:
 - Vaccine Development
 - Education
 - Care and Support
- ◆ To date, \$727,000 has been donated and committed to various AIDS organizations, mostly through the National AIDS Fund (formerly NCAP).
- ◆ In 1996, a group of leading Silicon Valley technology companies, including Silicon Graphics, Inc. and Oracle Systems, Corp., will undertake an industry challenge to educate their employees, local high schools and colleges in their communities about the escalating spread of HIV and how to stop it.

1996 Campaign

- ◆ A national Public Service Advertising (PSA) campaign, featuring celebrities from entertainment, sports, fashion and the arts, will appear in national and local magazines and newspapers in late 1995 and throughout 1996. Celebrities already committed to this campaign include **Tyson Beckford, Matthew Broderick, Fran Drescher, Bridget Hall, Greg Louganis, Julianna Margulies, Joan Rivers and Mark Van Der Loo.**

1996 Campaign (cont'd.)

- ◆ A major outreach to retailers is underway, building on the proven success of the extraordinary retail sales already achieved: **MACY's West** stores (over 20,000 *Bracelets* sold); **The Body Shop** -- where *The Bracelet* continues to be in the top ten best-selling accessory items (over 35,000 sold); and **Carson Pirie Scott** (over 7,000 sold), among many other stores.
- ◆ **Bloomingdale's** begins selling *The Bracelet* in late November in all of its sixteen stores. Many new stores will be joining the campaign in time for the holiday season, including, all Ben Bridge stores, Ultimo in Chicago and Bachendorff's and Tootsies in Dallas.
- ◆ An in-depth national public relations campaign, featuring promotional photos of celebrities wearing *The Bracelet* in magazine and newspaper stories, will run throughout 1996.
- ◆ The ***Until There's A Cure*** retail promotion will focus on three major retailing opportunities -- Holiday Season 1995 (November through New Year's), World AIDS Day, December 1, 1995 and Valentine's Day 1996.

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Current for Fall/Winter 1995

Background

UNTIL THERE'S A CURE®

The Bracelet

A Simple Idea With a Profound Impact

When **Anthony Torrieri**, a visual merchandising director for **Macy's** on the West Coast, died of AIDS in 1992, his best friend, **Dana Cappiello**, began wearing a ring left to her shortly before he died. This ring, worn as a symbol of remembrance, and the devastation of his death inspired Cappiello and her good friend, **Kathleen Scutchfield**, both mothers concerned about the effects of AIDS on the lives of their young children, to create the **Until There's A Cure Foundation**, a non-profit organization. Founded in 1993, the Foundation's expressed goal is to raise millions of dollars to fund care services and prevention efforts for those infected with and affected by HIV/AIDS and to foster compassion and understanding for people with this disease.

What distinguishes this Foundation from others seeking to help those facing HIV disease is that the sole source of financing for this effort is *The Bracelet* -- a simple yet elegant symbol reminiscent of the POW/MIA bracelets worn during the Vietnam era. The 1/4-inch cuff bracelet featuring a familiar small raised AIDS ribbon (available in silver-on-silver, and gold-on-gold), reminds people that we are all working together **Until There's A Cure**.

The Bracelet comes in three styles -- silver plate (\$20), sterling (\$70), and 18-karat gold (\$500), plus applicable local taxes. Available in small, medium, large and extra-large, *The Bracelet* is engravable on either the outside or inside. There are two panels on the inside of the band: one panel bears the words "**Until There's A Cure,**" and the other is left blank and can be used to engrave meaningful remembrances.

The Power

The power of a simple idea should not be underestimated. In July 1994, the Foundation teamed up with the **San Francisco Giants** baseball team, the first professional sports organization to publicly address AIDS, creating an

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important moment of AIDS history. As Robert Lipsyte observed in *The New York Times* on July 24, "The boldest, most progressive and important play of the baseball season is this: The San Francisco Giants has become the first major professional sports organization to identify itself with the battle against AIDS. . . as sports philanthropy goes, the Giants' **Until There's A Cure** Day is daring and laudable as well as unprecedented."

The Giants once again hosted an **Until There's A Cure** Day on August 13, 1995, and the **San Francisco 49ers** will be the first major league football team to sponsor an **Until There's A Cure** Day on November 26, 1995. On February 7, 1996 professional basketball joins the fight when the **Golden State Warriors**, who will play the Chicago Bulls, will host an **Until There's A Cure** Day.

Celebrities such as **Matthew Broderick**, **Fran Drescher**, **Greg Louganis**, **Rosie Perez**, **Bette Midler**, **Julianne Phillips**, **Robert Redford**, **Joan Rivers**, **Patrick Stewart** and **Neil Young** have worn *The Bracelet* and purchased them for friends, while leaders in the arts and industry continue to support the Foundation's goals with their own resources.

Retail Success

The Foundation quickly gained recognition and significant sales when *The Bracelet* was showcased at the Macy's West/Bullock's Passport Fashion Show in San Francisco. Subsequently, the 52 western division **Macy's/Bullock's** stores sold over 20,000 *Bracelets*. In the fall, **Bloomingdale's** will introduce *The Bracelet* in all 16 of its stores.

The Body Shop has been a consistent retail supporter of the **Until There's A Cure Bracelet**, and as of summer 1995, it was one of its top ten best-selling accessory items with over 35,000 *Bracelets* sold. *The Bracelet* appeals to people throughout the country. "It's not just a big city item . . . wherever people have been touched by AIDS, *The Bracelet* strikes a cord," said Scutchfield. "**Carson Pirie Scott**, an anchor retailer in the Midwest, has sold nearly 7,000 *Bracelets*."

Scutchfield observed, "The real power of *The Bracelet* is its ability to remind everyone that we must all continue to work **Until There's A Cure**. And it's not a silent remembrance. People who wear *The Bracelet* report that when friends see it on their wrists, it inspires meaningful conversations about AIDS."

Use of Funds

All available funds from the sale of *The Bracelet* (after manufacturing, shipping and administrative costs are deducted) are distributed to a wide spectrum of care and prevention programs. Funds targeted for education and care are distributed primarily through the **National AIDS Fund**, which works with communities to secure matching funds wherever possible. Funds for development research of a preventive HIV vaccine are contributed to the International AIDS Vaccine Initiative, a global initiative created through funds from **The Rockefeller and Merieux Foundations**, *Until There's A Cure* and others.

Onward . . . *Until There's A Cure*

Based on past success and ongoing interest from numerous sources, the Foundation recently announced an aggressive plan for its 1995/1996 campaign, which aims to sell over one million *Bracelets*, earmarking funds for care, prevention and education programs. The 1996 campaign will focus on an innovative series of programs to teach teens and young adults about the dangers of HIV through peer-to-peer education. The ***Until There's A Cure* STAR Initiative** (Students Teaching AIDS Responsibility) will support a variety of youth-oriented HIV/AIDS education prevention programs administered by the National AIDS Fund.

The Bracelet has been sold at AIDS walk-a-thons, dance-a-thons and at numerous events throughout the United States. Retailers (large and small) are carrying *The Bracelet*, and national distribution increases dramatically in the fall.

Look for *The Bracelet* . . . it's a subtle reminder that seems to be everywhere, from the display counters of leading retailers across the United States . . . to the wrists of celebrities, educators, politicians, PWAs and their families and friends. To find out more, please call 1-(800) 88-UNTIL.

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***Until There's A Cure* is a registered trademark of the *Until There's A Cure* Foundation.**

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